

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re: Docket 5211.004

In re application of: ALLEN, Mark R.

Group Art Unit: 2821

Serial No. 09/339,616

Examiner: Vo

Filed: June 24, 1999

Title: Preferred Embodiment to LED Light String

SUBMISSION OF DECLARATION AFTER APPEAL

Assistant Commissioner for
Patents and Trademarks
Washington, D.C. 20231

Sir:

Applicant hereby requests entry and consideration of the attached Supplemental Declaration of David R. Allen submitted pursuant to 37 C.F.R. 1.132.

As set forth in 37 C.F.R. 1.195, Declarations submitted after the case has been appealed will not be admitted without a showing of good and sufficient reason why they were not earlier presented.

Applicant is seeking entry of the attached Declaration because the evidence came into existence AFTER the filing of the Notice of Appeal in this application. The invention at issue relates to Christmas lights and other seasonal goods using LED lights. As such, all of the enclosed evidence is dated or was discovered after Applicant filed its notice of appeal in November 2001.

Therefore, Applicant seeks acknowledgement and entry into the record of the Supplemental Declaration of Mark R. Allen in the instant application.

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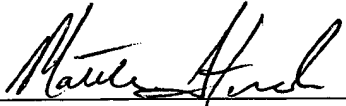
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Sub Declaration
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In re ALLEN, Mark
09/339,616

If the Examiner believes that further discussion would advance prosecution in the instant application, she is invited to contact the undersigned attorney.

Respectfully submitted,
Liniak, Berenato, Longacre & White

Date: 2/5/02

By: 
Matthew Stavish
Reg. No. 36,286

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Title: Preferred Embodiment to LED Light String

DECLARATION OF DAVID R. ALLEN

Assistant Commissioner for
Patents and Trademarks
Washington, D.C. 20231

Sir:

I, David R. Allen, hereby declare:

1. I am the President of Fiber Optics Designs, Inc., 704 Floral Vale Boulevard, Yardley, PA 19067. For several years, I have been involved in the research, development and marketing of LED light strings.

2. I am submitting the attached evidence to show that the invention set forth in this application has received worldwide attention for its novelty, innovation and energy-saving benefits of the invention set forth in the above-references patent application.

3. Fiber Optic Designs received word in November 2001 that "The Institute of Physics", of London, England, released a story regarding this invention and e-mailed the

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story to 50,000 researchers worldwide and covered the lights in their on-line publication, OPTICS.ORG stating that "The first LED-based Christmas lights that do not need a transformer have gone on sale in the US." See Exhibit 1 hereto.

4. The "LED Museum" covered the technology set forth in this patent application on its web confirming that this invention is "unique" because they require no transformer. See Exhibit 2, emphasis at page 2.

5. Fiber Optic Designs was contacted by the City of Arlington, VA about including the lights in a power savings carnival they are planning for the general public early next fall.

6. Fiber Optic Designs was contacted by British Columbia Hydro (BC Hydro), the third largest power utility in Canada, who requested samples of the lights for a possible promotion next fall. If BC Hydro chooses to promote the lights, they intend to provide advertising support as follows: television, radio, print, billboards and bill stuffers. They are considering underwriting a coupon offering, with coupons redeemable at select retailers carrying the lights.

7. ECOS Consulting (a consulting firm specializing in energy saving ideas) is interested in promoting the lights with power utilities, as well. ECOS writes the classification definitions for the "Energy Star" rating system, and suggested that they would re-visit classifications for lighting products, adding an LED category.

8. Power companies in the states of Washington, Oregon and Montana saw the news coverage and donated lights to their respective state capitals for tree lighting ceremonies. The companies were impressed with the energy-savings opportunities afforded by the lights. This interest by the power companies has resulted in numerous local broadcasting and print stories in each state. See Exhibits 3 and 4.

9. The attached newspaper feature (Exhibit 3) was issued to all the daily and weekly newspapers in the United States shortly after Labor Day, last year. As of February 1, 2002, the article has appeared in 208 newspapers (140 were in the top 50 markets in the U.S.) with a total readership in excess of 18-million people in the following states:

- Alabama
- California
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kentucky
- Louisiana
- Maine
- Michigan
- Minnesota
- Missouri
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- Ohio
- Tennessee
- Texas
- Washington

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- Wisconsin
- Wyoming

10. I estimate that the article was picked up by more than 250 newspapers around the country, and likely appeared in every state.

11. The Associated Press (AP) (Exhibit 4) wrote a feature on the lights and issued it over their international wire right after Thanksgiving. As a result, the article has appeared in scores of newspapers both nationally and internationally, including:

- Asbury Park Press (NJ)
- Atlantic City Press (NJ)
- Baltimore Daily Record (MD)
- The Gloucester County (NJ) Times
- The Daily News (NY)
- The Austin Journal (TX)
- The Oregonian (Portland, OR)
- The Knoxville Sentinel (TN)
- The Bucks County Courier Times (PA)
- The Lansdale Reporter (PA)
- The Doylestown Intelligencer
- The Trenton Times (NJ)
- Statesman Journal (OR)
- Portland Tribune (OR)
- Tacoma Tribune (WA)
- Gresham Outlook (WA)
- Eugene Register (WA)
- Columbian (WA)
- Kansas City Star (MO)
- Lansing State Journal (MI)
- Salt Lake City Tribune (UT)
- Capitol Times (WI)
- Scranton Times (PA)

12. In addition to these newspapers, Fiber Optic Designs has confirmed that the AP story ran in the following states, but do not have copies in, yet (this is a partial list):

- Alabama
- Arizona
- California
- Colorado
- Delaware
- Florida
- Hawaii
- Idaho
- Illinois
- Kansas
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Missouri
- Montana
- Nevada
- New Jersey
- New Hampshire
- New York
- North Carolina
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- Tennessee
- Utah
- Washington, DC
- Washington (state)
- West Virginia
- Wisconsin

13. The AP wire story was international. As a result, in addition to the United States I have evidence the story ran in:

- Australia
- Canada
- Germany
- The United Kingdom
- The Netherlands
- Switzerland

14. The story regarding the invention by Fiber Optic Designs appeared on:

- CNN (as a news streaming banner at the bottom of the screen)
- KMOL-TV (NBC affiliate, San Antonio, TX)
- CN-8 (Comcast Cable News)
- KOMO radio (Seattle, WA)
- The Happy Handyman Show, 680-AM radio (San Antonio, TX)
- KPIX (CBS affiliate, San Francisco)
- KXTV (Sacramento, CA)
- KNBC-TV (Los Angeles)
- KPTV (Portland, OR)
- KOIN-TV (Portland, OR)
- KING-TV (Seattle, WA)
- Northwest Cable News
- KEZI (Radio, Eugene, OR)
- Oregon Public Broadcasting (Radio)
- KEX (Radio, Portland, OR)
- KZBY (Radio, Salem, WA)
- KPUL (Radio, Seattle, WA)
- ACF News Source (West Coast Television news provider).

15. Fiber Optic Designs also had interest from Good Morning America (ABC network) and the Environmental Reporter for CNN, though Fiber Optic Designs has not been able to verify that the story ran on either of these. The reporters were concerned

In re ALLEN, Mark
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that the product was sold out, and not available in retail outlets for the remainder of the holiday season.

16. I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code.

Respectfully submitted,

Date: 3/05/2002

By: David R. Allen
David R. Allen
President
Fiber Optic Designs

news

news article

2001

Nov



Headlines



Summaries

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archive.

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news@optics.org

Plug-in LEDs light up Christmas

27 November 2001

The first LED-based Christmas lights that do not need a transformer have gone on sale in the US.



LED strand in use

A string of 100 light emitting diodes (LEDs) that can be plugged directly into the mains power supply without the need for a transformer has been developed by US-based company [Fiber Optic Designs](#).

These LEDs look set to become a popular alternative to traditional Christmas incandescent bulbs that require replacing every year.

While LED-based Christmas lights have been on the market for some time, David Allen, president of Fiber Optic Designs, claims his company is the first to eliminate the need for a transformer. But he is reluctant to reveal how his company achieved this as he has a patent pending on the technology.

Single strands are available containing up to 100 lamps over a length of 10 m. Each string has a plug at either end allowing strands to be joined to increase the overall length.

Allen said: "I was becoming totally fed up with traditional Christmas lights that needed replacing every year. These LEDs last much longer, cost less to operate and can be used indoors or out." Fiber Optic Designs is gearing up to enter the USD 1.9 billion market for Christmas lights and holiday decorations this year with the launch of its first product line.

The 2001 strings will contain LEDs emitting in the red, orange, yellow and green bands of the visible spectrum. The typical output from a single device is of the order of 3 000 mcd with a lifetime of 200 000 hours.

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In addition, the 2002 strings will incorporate blue and white LEDs having a significantly higher brilliance of 6 000 mcd.

Allen told *Optics.Org*: "We think the applications for this technology are very pervasive. We have already had inquiries from companies dealing with lighting around amusement parks and even for emergency walkway lighting on aircraft that are required to operate even when there is a power failure."

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Forever Bright LED Christmas Lights

Forever Bright brand LED Christmas Light Set, from \$9.99

Manufactured by *Fiber Optic Designs, Inc.*

(<http://www.foreverbright.com>)

Last updated: 12-04-01



WHAT IS IT?

Tired of getting out the Christmas lights every year and finding they don't work because half of the bulbs are broken? Tired of the endless chore of hunting down & changing bulbs as they go out over the duration of the holidays? Do you live in California or Washington and pay so much for power you can no longer afford to put up lights anymore? Then these are for you: A fairly ordinary looking set of Christmas lights that have colored LEDs instead of bulbs. They run cool and the bulbs never pop, and the whole set uses just a few watts of your precious electricity.

Forever Bright is a line of LED indoor/outdoor Christmas lights that need no transformer (they plug directly into 110V) and unlike other sets, they are available with blue and white LEDs as well as multi-color sets.

USING THE PRODUCT

Use these like you would ordinary miniature Christmas light sets.

They have the same fused plug as your existing miniature lights, and the "end-to-end" feature that lets you plug additional sets into the end of the strings, rather than at the outlet.

Since the bulbs never need replacing, you can forget about the annual ritual of "find the broken bulb" on the Christmas light strings as you unpack the Christmas boxes to decorate each year. You know, the broken or burnt out bulb that makes the whole set go dark, so you get all pissed off and eventually slam the defective strings into a garbage can and go out to buy new ones. For most people, this is an annual ritual; though if you're lucky you only do this about every other year.

That won't happen with this set. Just remove it from the box year after year and start decorating - the Christmas tree, window & door frames, the garland atop the mantle, tabletop settings, or just hang the suckers off your bedroom or dorm room ceiling for that special holiday feel all year 'round.

THE PUNISHMENT ZONE

How unique are they from other LED Christmas light sets? Let me count the ways...

1. No transformers. They plug right into a 110VAC receptacle with an ordinary fused Christmas light plug.
2. End-to-end connectivity. These have a plug at both ends for more decorating versatility; you can plug additional sets onto the end of the string, rather than having to start each one at an outlet like other LED Christmas sets would have you do.
3. Compatible with your existing miniature Christmas light sets.
4. Sets can be ordered in any solid color, *including* white and blue.
5. A multicolor set is available which includes blue, something not found in other LED light sets.
6. UL Listed flameproof bulbs - should something set one of the LED bulbs on fire (say, a broken bulb from another light set or a child playing with matches or a cigarette lighter), it extinguishes by itself.
7. Rated for both indoor and outdoor use.
8. Lights come with a 5 year warranty. The other set doesn't appear to be guaranteed at all.

The only real test though, is hanging them up and living with them. So what if it's late July? A true lighting fanatic wouldn't care what month it was when it comes to installing interesting and unique lighting.

A 35-light set in blue and a 50-light set in 3-color multicolor (red, blue, and green) are being tested.

They light up about as brightly as was expected; the multicolor appears to be just a bit brighter to the eye than the blue. Again, this is normal when you take

into account the type of LEDs used.

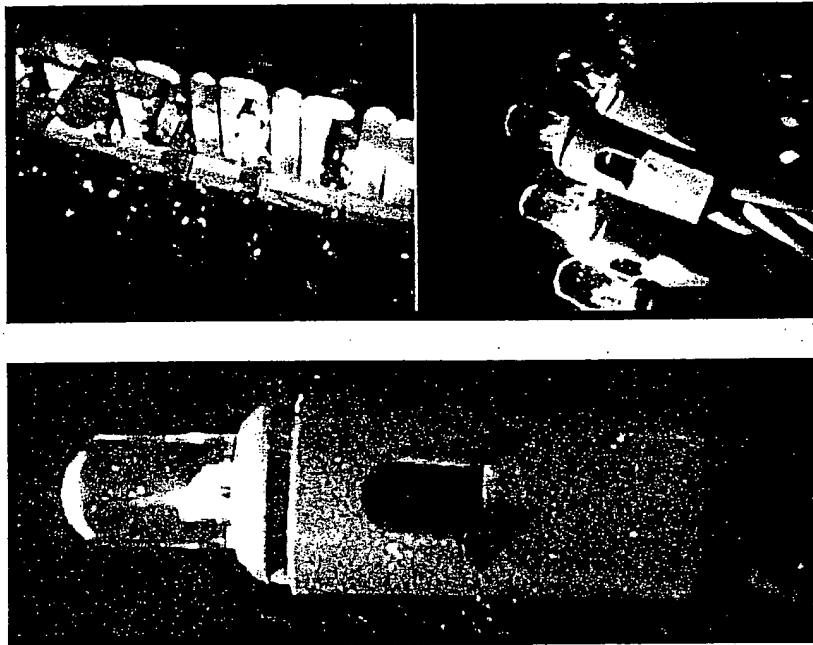
From what I can determine, here are the peak wavelengths & probable LED chemistry used for each color:

Red: Gallium Arsenide Phosphide (GaAsP), 623nm

Yellow: Gallium Arsenide Phosphide (GaAsP), 590nm

Green: Gallium Phosphide (GaP), 565nm

Blue: Gallium Nitride on Silicon Carbide substrate (GaN), 430nm

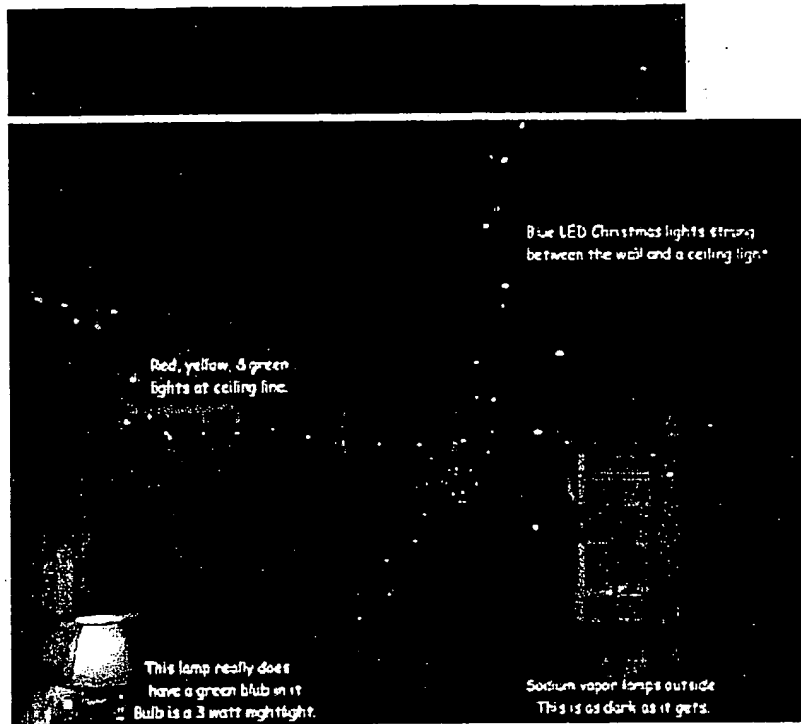


Closeup pictures of the light sets, and closeup of one of the "bulbs".

TEST NOTES:

The tested samples are from an earlier generation (approximately 1 year ago) - current models are said to be noticeably brighter.





I hastily hung the blue set so you can see what they look like in use.
I still have to hang these properly and then I will get a better photo.

When entering a room with the blue string illuminated, the bulbs appear to have a distinct, deep blue violet color; becoming slightly more whitish only upon staring at the bulbs.

The lamps appear to have a sparkling appearance to them, especially when you cluster them densely, walk around them, or when a breeze blows your outdoor installation around a bit. This was noted when the blue string was used by itself in a dark room; the light and dark shadows it cast on the wall seemed more obvious than in the Highlight brand lights shown farther down this page.

Forever Bright light sets can be purchased when seasonal lighting is set out around Halloween at such stores as Rite-Aid, Albertsons, Harrows, Raleys Drugs, and Orchard Supply Hardware. These are also apparently offered on QVC (the cable TV shopping channel).

More distributors will undoubtedly become available as Christmas comes closer.

UPDATE 10-24-01: As promised early in the year, Foreverbrights are scheduled to be sold in more stores as Christmas approaches. Here is the latest listing.

Ace Hardware
Albertsons

Alsto's
Anawalt Lumber
Ashmont Discount Centers
Aubuchon Hardware
Bronner's Christmas Wonderland
The Bruce Company - Retail
Bordine's Nursery
Brookstone
Crown Import
Discount Drug Mart
Dixieline Lumber
Franklin's Hardware
G-Boys Garden Center
Green Arrow / Green Thumb International
Harrow's
Merritt's Hardware
Orchard Supply Hardware
Plow & Hearth
QVC
Raley's
Rite Aid Drugstore
TruServ/TrueValue Hardware
Wasatch Shadows Nursery
Waterloo Gardens
Wolf Hill Garden Center

UPDATE 11-21-01: I found these at my local Rite-Aid, but they only had the blue ("Antique Candlelight") and the three-color sets (red, blue, green) available. I was not able to locate sets with white lamps, blue lamps, or four-color sets with red, blue, green and blue.

Tonight I'm hanging up the two sets I just bought, and will use them along with the test sets that have already been running since last summer.

UPDATE 11-29-01: A lot of people have been looking for the white and blue sets. They were made, but none of the retailers bought them because they were more expensive than the red/blue/green sets. According to the manufacturer, this is expected to change in 2002, and you should be able to find them in time for the 2002 holiday season.

UPDATE 12-04-01: An article about Forever Brights appeared on the AP wire, and then to my local newspaper, the Seattle P.I.
[Read it here.](#)

It has also been found that the bulbs only fit the sockets one way, so you **don't need to worry** about putting one in backwards and wondering why the set doesn't light.

PROS:

Cheery, colorful lights include blue and white
very low power usage
lasts virtually forever
UL rating for fireproof bulbs
transformerless operation
sets can be connected end-to-end
compatible with your existing miniature light sets
lamps appear to have a bit more "sparkle" than others
they can be used both indoors and out.

CONS:

Not as bright as traditional incandescent
they will tangle up just as easily in the closet as ordinary strings.

[Review is in progress. Check for regular updates]

*Forever Bright LED Christmas Light Set **

Do you manufacture or sell an LED flashlight, task light, utility light, or module of some kind? Want to see it tested by a real person, under real working conditions? Do you then want to see how your light did? If you have a sample available for this type of real-world, real-time testing, please contact me at ledmuseum@worldnet.att.net or send your potential victim to:

Craig Johnson
c/o LED Museum
1531 1st Ave #305
Seattle WA. 98101-1557
ph. 1-206-351-3602 (costs me \$0.50 a minute, use only if urgent)

Unsolicited flashlights appearing in the mail are welcome, and it will automatically be assumed that you sent it in order to have it tested and

evaluated for this site.

Be sure to include contact info or your company website's URL so visitors here will know where to purchase your product.

[WHITE 5500-6500K InGaN+phosphor](#)
[ULTRAVIOLET 370-390nm GaN](#)
[BLUE 430nm GaN+SiC](#)
[BLUE 450 and 473nm InGaN](#)
[BLUE Silicon Carbide](#)
[TURQUOISE 495-505nm InGaN](#)
[GREEN 525nm InGaN](#)
[YELLOW-GREEN 555-575nm GaAsP & related](#)
[YELLOW 585-595nm](#)
[AMBER 595-605nm](#)
[ORANGE 605-620nm](#)
[ORANGISH-RED 620-635nm](#)
[RED 640-700nm](#)
[INFRARED 700-1300nm](#)
[True RGB Full Color LED](#)
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[SMD LEDs](#)
[True violet \(400-418nm\) LEDs](#)
[Agilent Barracuda & Prometheus LEDs](#)
[Oddball & Miscellaneous LEDs](#)
[Programmable RGB LED modules / fixtures](#)
[Where to buy these LEDs](#)
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[The World's First Virtual LED Museum](#)
[The Punishment Zone - Where Flashlights Go to Die](#)
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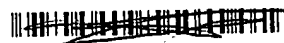
[LEDSaurus \(on-site LED Mini Mart\)](#)

Huntsville, AL
Times
Huntsville
Met Area

Monday

D 62,763

DEC 10, 2001



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LUCE PRESS CLIPPINGS

Christmas may be brighter longer

Man inspired to create own lights after his display goes on blink

By MICHAEL RUBINKAM
The Associated Press

PHILADELPHIA — After spending hours wiring the house with multihued Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see the fruits of his labor.

It was a bust. As many as 20 percent of the bulbs didn't work, even though some of the sets were new out of the box.

Allen was outraged and disgusted. "It's something that would happen every year," he said.

Five years later, Allen's suburban Philadelphia company, Fiber Optic Designs, has developed a line of Christmas lights that he said are more reliable than the old ones ever were.

Dubbed "Forever Bright," the indoor/outdoor lights use patent-pending LED technology instead of conventional light bulbs. The LEDs last much longer (Allen claims 200,000 hours), cost less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even if stepped on. The sets run on standard AC current and can be used indoors or out.

LED, or light-emitting diode, technology has been around for decades, and LEDs are steadily replacing light bulbs in a variety of devices, including traffic lights, brake lights, automobile instrument panels and emergency exit signs.

Though LED Christmas lights account for only a fraction of total Christmas light sales, those in the lighting industry expect the technology to become an increasingly popular choice, especially as costs go down and quality goes up.

Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year or two.

At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

"We think this is the way the market is going," said Brian



The Associated Press

David Allen tries on his "Forever Bright" LED Christmas lights recently. His company, Fiber Optic Designs of suburban Philadelphia, makes the lights, which he says are more reliable than the standard types and cost less. LED stands for light-emitting diode.

Young, who owns a large Christmas store in San Diego and began stocking LEDs four years ago. "It's a better technology and they have far more durability."

Allen's Forever Bright lights are carried by several large retailers as well as the QVC home shopping network. They cost about \$10 to \$12 per set of 100 clear or multicolored lights; a standard 100-light string costs about \$4.

Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that exasperating day in November 1996.

"It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out

and you want to kill somebody. That was the motivation for this."

Allen discussed the problem with his brother, Mark, an electrical engineer who works in the aerospace industry, over Christmas dinner that year.

"We started talking about my experience, and I said, 'Mark, let's think of a way to improve this item,'" Allen said.

Mark began experimenting with fiber optics — hence the name of the company — from his base in La Jolla, Calif., but wasn't satisfied that he could develop a marketable product. So he turned to LED.

But while LED Christmas lights had been available for several years, their popularity has been limited because they required batteries or transformers and couldn't be strung together or used outdoors, according to David Allen.

"The technology is still a couple years away to really get it where it should be," said Ed Shelleman, a sales manager for Christmas light manufacturer Everstar, which manufactures store-label LEDs. "It is in its infancy, and it will take some time to get it done right."

The Allen brothers believe they already have it right. Mark Allen won't divulge how he got around the technical hurdles posed by LED, but claims his solution defies standard physics textbooks.

"Being an electrical engineer, I automatically assumed what was taught to me was true. So it took me a while to get over what I was taught," he said.

The Allens, who have spent between \$250,000 and \$300,000 of their own money on the company, hope to sell 1 million sets this year.

On the Net:
<http://foreverbright.com>

DEC 17, 2001



Holiday lights that stay ready for action

By MICHAEL RUBINKAM
Associated Press

YARDLEY, Pa. — After spending hours wiring the house with Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see the fruits of his labor.

It was a bust. As many as 20 percent of the bulbs didn't work, even though some of the sets were new out of the box.

Allen was disgusted. "It's something that would happen every year," he said.

Five years later, Allen's suburban Philadelphia company, Fiber Optic Designs, has developed a line of Christmas lights that he says are more reliable than the old ones ever were.

Dubbed Forever Bright, the indoor/outdoor lights use patent-pending LED technology instead of conventional light bulbs. The LEDs last much longer (Allen claims 200,000 hours), cost less to operate, run cool to the touch, feature sturdy epoxy bulbs that won't break even if stepped on, and run on standard AC current.

LED — or light-emitting diode — technology has been around for decades, and LEDs are steadily replacing light bulbs in traffic lights, brake lights, automobile instrument panels, emergency exit signs and other devices.

Though LED lights account for only a fraction of total Christmas light sales, those in the lighting industry expect them to become an increasingly popular choice, especially as costs go down and quality goes up.

Lighting manufacturers are racing to develop LEDs. At stake is the \$1.9 billion retail market



AP/CHRIS GARDNER

A few years ago, David Allen got wrapped up in developing better Christmas lights. The result was Forever Bright, which uses LEDs.

holiday decorations.

Allen's Forever Bright lights are carried by several large retailers as well as cable's QVC. They cost about \$10 to \$12 per set of 100 lights; a standard 100-light string costs about \$4.

Allen and his brother, Mark, an electrical engineer who developed the lighting system, have spent between \$250,000 and \$300,000 of their own money on the company. They hope to sell 1 million sets this year.

David Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that exasperating day in November 1996.

"It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody. That was the motivation for this."

He discussed the problem with his brother, who works in the aerospace industry, over Christmas dinner that year.

His brother, Mark Allen, began experimenting with fiber optics, but wasn't satisfied he could develop a marketable product. So he turned to LED.

But while LED Christmas lights had been available for several years, their popularity has been limited because they required batteries or transform-

gether or used outdoors.

"The technology is still a couple years away to really get it where it should be," said Ed Shellemans, a sales manager for Christmas light manufacturer Everstar, which manufactures store-label LEDs. "It is in its infancy, and it will take some time to get it done right."

The Allen brothers believe they already have it right. Mark Allen won't divulge how he got around the technical hurdles, but claims his solution defies standard physics textbooks.

"Being an electrical engineer, I automatically assumed what was taught to me was true. So it took me a while to get over what I was taught," he said.

DEC 25, 2001



Bulbs that didn't work spur new line of lights

LEDs termed cheaper, cooler, more reliable

The Associated Press

PHILADELPHIA — After spending hours wiring the house with multicolored Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see the fruits of his labor.

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Light makers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year or two.

At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

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Allen's Forever Bright lights are carried by several large retailers as well as the QVC home

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Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that exasperating day in November 1996.

"It happens to every guy every year," he said. "Typically, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody. That was the motivation for this."

Allen discussed the problem with his brother, Mark, an electrical engineer who works in the aerospace industry, over Christmas dinner that year.

"We started talking about my experience, and I said, 'Mark, let's think of a way to improve this item,'" Allen said.

Mark began experimenting with fiber optics — hence the name of the company — from his base in La Jolla, Calif., but wasn't satisfied that he could develop a marketable product. So he turned to LED.

But while LED Christmas



David Allen, a Philadelphian who once ran an ambulance service, sells his Forever Bright lights in several larger retailers as well as on TV. They are a bit pricier but last many times longer.

lights had been available for several years, their popularity has been limited because they required batteries or transformers and couldn't be strung together or used outdoors, according to David Allen.

"The technology is still a couple years away to really get it where it should be," said Ed Shellenan, a sales manager for

Christmas light manufacturer Everstar, which manufactures store-label LEDs. It is in its infancy, and it will take some time to get it done right."

The Allen brothers believe that they already have it right. Mark Allen won't divulge how he got around the technical hurdles that were posed by LED, but claims his solution defies stan-

dard physics textbooks. "Being an electrical engineer, I automatically assumed what was taught to me was true. So it took me awhile to get over what I was taught," he said.

The Allens, who have spent between \$250,000 and \$300,000 of their own money on the company, hope to sell 1 million sets in the next year.

Bowling Green, OH
Sentinel - Tribune

Toledo
Met Area

Saturday

D 12,838

DEC 22, 2001

TOLEDO

PRESS CLIPPINGS

N4202

Now, let's eliminate tangles too



David Allen, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him Nov. 19 in Yardley, Pa. After years of frustrations with lights that used unreliable conventional bulbs, Allen's company developed "Forever Bright," which use patent-pending LED technology. The LEDs last much longer (Allen claims 200,000 hours), cost a lot less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even when you step on them.

AP Photo/Chris Gardner, File

Shamokin, PA
News - Item

Sunday

D 11,955

DEC 2, 2001



LED Christmas lights gaining in popularity

By MICHAEL RUBINKAM
Associated Press Writer

PHILADELPHIA — Having just spent hours wiring the house with multihued Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see his holiday handiwork.

Unfortunately, it was a bust: As many as 20 percent of the bulbs didn't work, even though some of the sets were just out of the box.

Allen was outraged and disgusted. "It's something that would happen every year," he said.

Five years later, Allen's suburban Philadelphia company, Fiber Optic Designs, has developed a line of Christmas lights that he says are vastly more reliable than the light sets of old.

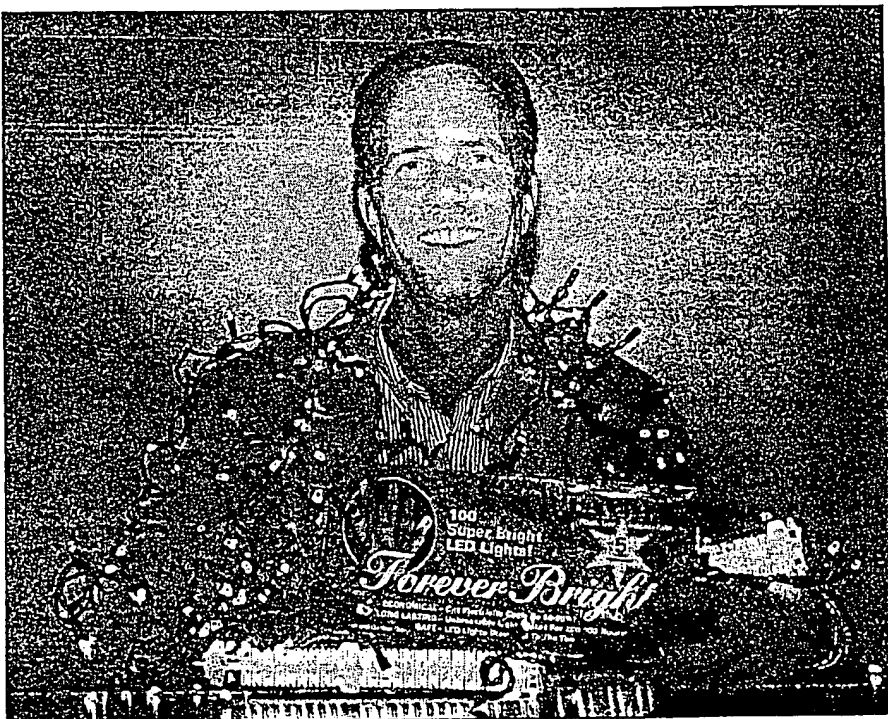
Dubbed "Forever Bright," these indoor/outdoor lights use patent-pending LED technology instead of conventional light bulbs. The LEDs last much longer (Allen claims 200,000 hours), cost a lot less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even when you step on them. The sets run on standard AC current and can be used indoors or out.

Though LED Christmas lights account for only a fraction of total Christmas light sales, those in the lighting industry expect the technology to become an increasingly popular choice, especially as costs go down and quality goes up.

Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year or two.

At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

"We think this is the way the market is going," said Brian Young, who owns a large Christmas store in San Diego and began stocking LEDs four years ago. "It's a better



AP Photo/Chris Gardner

David Allen, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him Monday in Yardley. After years of frustrations with lights that used unreliable conventional bulbs, Allen's company developed "Forever Bright," which use patent-pending LED technology. The LEDs last much longer (Allen claims 200,000 hours), cost a lot less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even when you step on them.

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Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that exasperating day in November 1996.

"It happens to every guy every year," he said. "Inevitably, you take

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LED, or light-emitting diode, technology has been around for decades, and LEDs are steadily replacing light bulbs in a variety of devices, including traffic lights, brake lights, automobile instrument panels and emergency exit signs.

Tallahassee, FL
Democrat
Tallahassee
Met Area

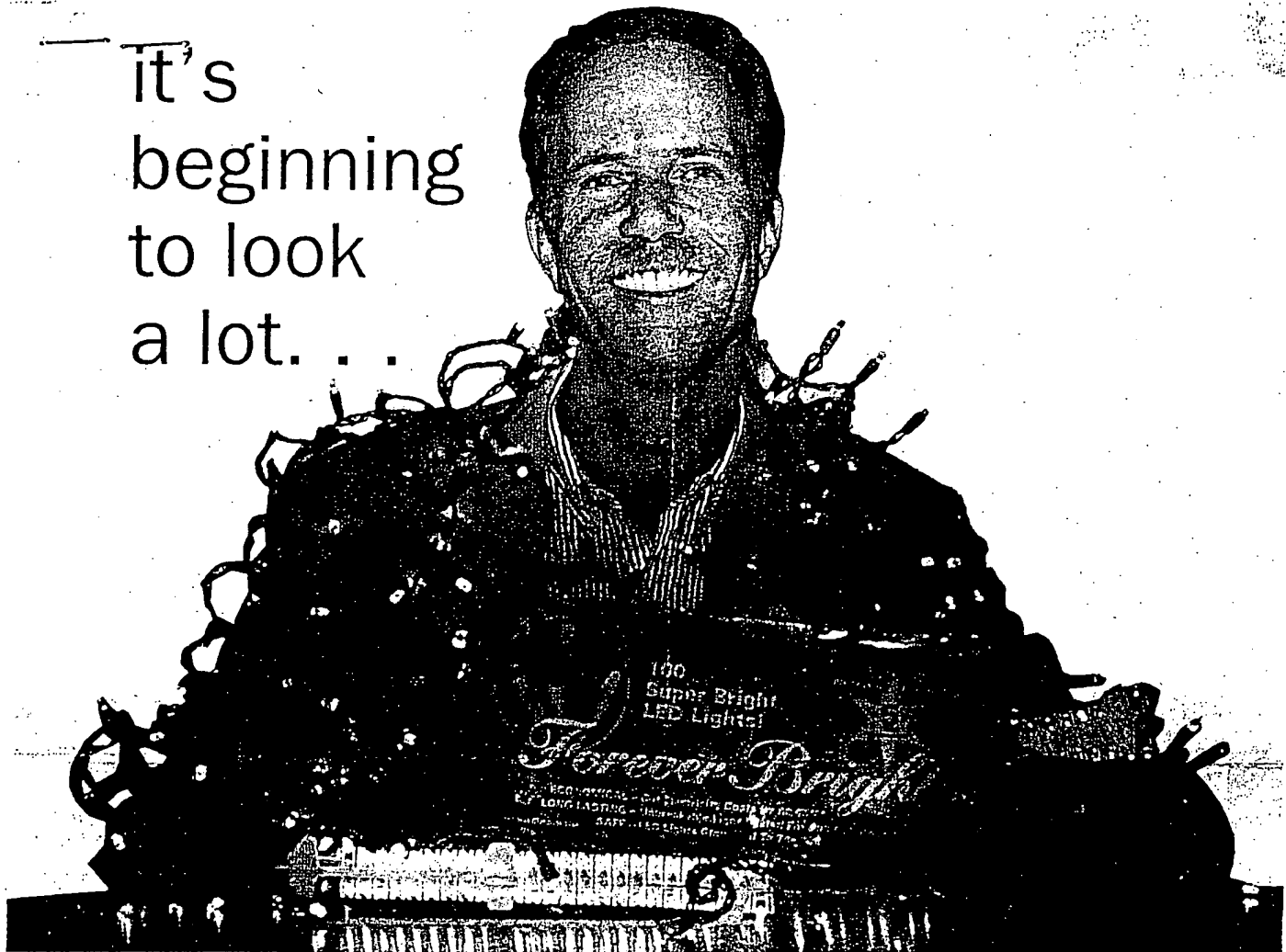
Monday

D 53,183

DEC 3, 2001

LUCE PRESS CLIPPINGS
N1910

— it's
beginning
to look
a lot. . .



Associated Press File

After years of frustrations with lights that used unreliable conventional bulbs, David Allen developed "Forever Bright," which use patent-pending LED technology. The LEDs last much longer (Allen claims 200,000 hours), cost a lot less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even when you step on them.

light Christmas

By Michael Rubinkam
THE ASSOCIATED PRESS

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LUCE PRESS CLIPPINGS

N4840



AP

David Allen of Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him. After years of frustrations with lights that used unreliable conventional bulbs, Allen's Yardley, Pa., company developed "Forever Bright," which uses patent-pending light emitting diode technology.

LED holiday lights catch on

PHILADELPHIA (AP) — Having just spent hours wiring the house with multicolored Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see his holiday handiwork.

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Dubbed "Forever Bright," these indoor/outdoor lights
See LED, page D-3

LED LED holiday lights catch on

from page D-1

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Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year or two.

At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

"We think this is the way the market is going," said Brian Young, who owns a large Christmas store in San Diego and began stocking LEDs four years ago. "It's a better technology and they have far more durability."

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"The technology is still a couple years away to really get it where it should be," said Ed Shelleman, a sales manager for Christmas light manufacturer Everstar, which manufactures store-label LEDs. "It is in its infancy, and it will take some time to get it done right."

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The Allens, who have spent between \$250,000 and \$300,000 of their own money on the company, hope to sell one million sets this year.

Before LED, "there's never been an alternative," David Allen said. "Incandescent technology has been around 120 years, and it's changed very little."

Joliet, IL
Herald News
Chicago
Met Area

Wednesday

D 50,000

NOV 28, 2001

LUCE N2342
PRESS CLIPPINGS



David Allen, of the suburban Philadelphia company Fiber Optic Designs, and his "Forever Bright" LED Christmas lights. After years of frustrations with lights that used unreliable conventional bulbs, Allen's company developed the lights, which use patent-pending LED technology. ASSOCIATED PRESS

LED lights are Christmas option

■ **Lucrative market:**
Only a small share
now, but expected to
grow quickly

THE ASSOCIATED PRESS

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Annapolis, MD

Capital

Baltimore
Met Area

Sunday

80N 49,291

DEC 2, 2001



Long-lasting LED Christmas lights gaining in popularity

ASSOCIATED PRESS

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"It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody. That was the motivation for this."

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AP Photo
David Allen, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him in Yardley, Pa.



CHRIS GARDNER / THE ASSOCIATED PRESS

David Allen, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him. He says they last longer, run cool and won't break.

A welcome idea for those who string holiday lights

By MICHAEL RUBINKAM
The Associated Press

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Vacaville, CA

REPORTER

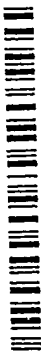
Vallejo - Fairfield - Napa

Mat Area

Wednesday

D 18,856

NOV 28, 2001



P21524

LUCE

PRESS CLIPPINGS

LED Christmas lights gaining in popularity

By Michael Rubinkam
Associated Press Writer

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Associated Press

David Allen, of Fiber Optic Designs, displays his "Forever Bright" LED Christmas lights. Allen's firm created the lights following frustration with lights that use unreliable conventional bulbs.

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Houston, TX
CHRONICLE
Houston - Brazoria
Met Area

Sunday

8UN 737,626

DEC 2, 2001

LUCE P5260
PRESS CLIPPINGS

BRIEFCASE

LEDing the way

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—Associated Press



Pennsylvanian says goodbye to malfunctioning yule lights

Forever Bright LED sets solve problems

By Michael Rubinkam
Associated Press writer

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But while LED Christmas lights had been available for several years, their popularity has been limited because they required batteries or transformers and couldn't be strung together or used outdoors, according to David Allen.

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David Allen shows off Fiber Optic Designs' Forever Bright Christmas lights, which use patent-pending LED technology, last much longer (Allen claims 200,000 hours), cost a lot less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even when you step on them. Fiber Optic Designs is located in Yardley, Pa.

PHOTO BY
ASSOCIATED PRESS

Salt Lake City, UT

Desert News

Salt Lake City - Ogden

Met. Area

Sunday - 70, 15P

Dec 9, 2001

West Chester, PA
Local News
Philadelphia
Met Area
Saturday 0 33,420
NOV 24, 2001

LUCE PRESS CLIPPINGS
N4878

Lights

(From Page B1)

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"The technology is still a couple years away to really get it where it should be," said Ed Shelleman, a sales manager for Christmas light manufacturer Everstar, which manufactures store-

label LEDs. "It is in its infancy, and it will take some time to get it done right."

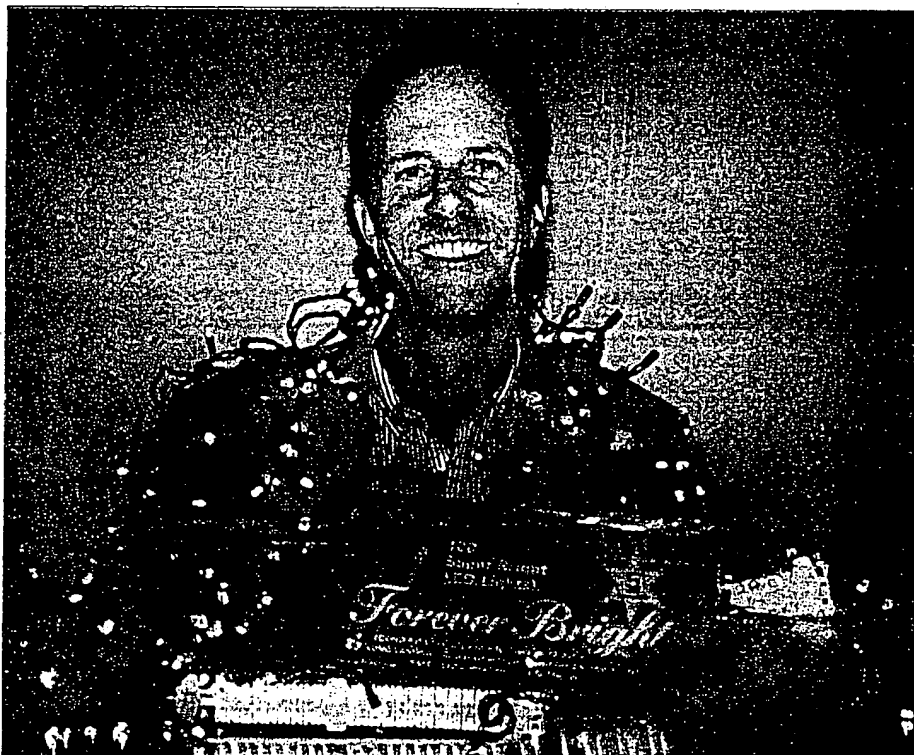
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The Allens, who have spent between \$250,000 and \$300,000 of their own money on the company, hope to sell one million sets this year.

Before LED, "there's never been an alternative," David Allen said. "Incandescent technology has been around 120 years, and it's changed very little."

A bright idea



David Allen, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him in Yardley. After years of frustrations with lights that used unreliable conventional bulbs, Allen's company developed "Forever Bright," which use patent-pending LED technology.

LED Christmas lights gain popularity

Fed up with busted bulbs, David Allen created 'Forever Bright' lights

By MICHAEL RUBINKAM
Associated Press Writer

PHILADELPHIA — Having just spent hours wiring the house with multicolored Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see his holiday handiwork.

Unfortunately, it was a bust: As many as 20 percent of the bulbs didn't work, even though some of the sets were just out of the box.

Allen was outraged and disgusted. "It's something that would happen every year," he said.

Five years later, Allen's suburban Philadelphia company, Fiber Optic Designs, has developed a line of Christmas lights that he says are vastly more reliable than the light sets of old.

Dubbed "Forever Bright," these lights use patent-pending LED technology instead of conventional light bulbs. The LEDs last much longer (Allen claims

200,000 hours), cost a lot less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even when you step on them. The sets run on standard AC current and can be used indoors or out.

Though LED Christmas lights account for only a fraction of total Christmas light sales, those in the lighting industry expect the technology to become an increasingly popular choice, especially as costs go down and quality goes up.

Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year or two.

At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

"We think this is the way the market is going," said Brian Young, who owns a large Christmas store in San Diego and began stocking LEDs four years ago. "It's a better technology and they have far more durability."

Allen's Forever Bright lights are carried by several large retailers as well as the QVC home shopping network. They cost about \$10 to \$12 per set of 100 clear

or multicolored lights; a standard 100-light string costs about \$4.

Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that exasperating day in November 1996.

"It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody. That was the motivation for this."

Allen discussed the problem with his brother, Mark, an electrical engineer who works in the aerospace industry, over Christmas dinner that year.

"We started talking about my experience, and I said, 'Mark, let's think of a way to improve this item,'" Allen said.

Mark began experimenting with fiber optics — hence the name of the company — from his base in La Jolla, Calif., but wasn't satisfied that he could develop a marketable product. So he turned to LED.

LED, or light-emitting diode, technology

◆ See LIGHTS, Page B6

Kansas City, MO
Star
Kansas City
Met Area

Sunday 8UN 387,776

DEC 9, 2001



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LUCE PRESS CLIPPINGS

A BRIGHTER DAY FOR YULE LIGHTS

LED technology boosts reliability, manufacturer says

After spending hours wiring the house with multithreaded Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see the fruits of his labor.

It was a bust. As many as 20 percent of the bulbs didn't work, even though some of the sets were new.

Allen was outraged and disgusted. "It's something that would happen every year," he said.

Five years later, Allen's suburban Philadelphia company, Fiber Optic Designs, has developed a line of Christmas lights that he says are more reliable than the old ones ever were.

Dubbed Forever Bright, the indoor/outdoor lights use patent-pending LED technology instead of conventional light bulbs. The LEDs last much longer (Allen claims 200,000 hours), cost less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even if stepped on. The sets run on standard AC current. (Web site: <http://foreverbright.com>)

LED, or light-emitting diode, technology has been around for decades, and LEDs are steadily replacing light bulbs in a variety of devices, including traffic lights, brake lights and emergency exit

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The popularity of LED Christmas lights has been limited because they require batteries or transformers and can't be strung together or used outdoors, according to David Allen.

"The technology is still a couple years away to really get it where it should be," said Ed Shellemann, a sales manager for Christmas light manufacturer Everstar, which manufactures store-label LEDs. "It is in its infancy, and it will take some time to get it done right."

The Allen brothers think they already have it right. Mark Allen won't divulge how he got around the technical hurdles posed by LED but says his solution defies standard physics textbooks.

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The Allens hope to sell 1 million sets this year.

— Michael Rubinkam
The Associated Press



The Associated Press
Entrepreneur David Allen's company has developed Forever Bright Christmas lights using light-emitting diode technology.

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Allen's Forever Bright lights are carried by several large retailers as well as the QVC home shopping network. They cost \$10 to \$12 per set of 100 clear or multi-colored lights; a standard 100-light string of regular bulbs costs about \$4.

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"It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is,

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Associated Press file photo

LED Lights Giving Off A Christmas Sparkle

■ Continued from E-1

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Entrepreneurs Claim LED Technology Better Than Christmas Bulbs

BY MICHAEL RUBINKAM

THE ASSOCIATED PRESS

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See LED, Page E-5

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NOV 28, 2001



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LUCE PRESS CLIPPINGS

New Christmas lights gaining popularity

New technology results in longer life, less cost and less heat, the maker says.

By MICHAEL RUBINKAM
The Associated Press

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AP photo

David Allen of Fiber Optic Designs holds "Forever Bright" LED Christmas lights in Yardley. The bulbs won't break even when you step on them.

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"It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody. That was the motivation for this."

Newton, N.J.
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Met Area

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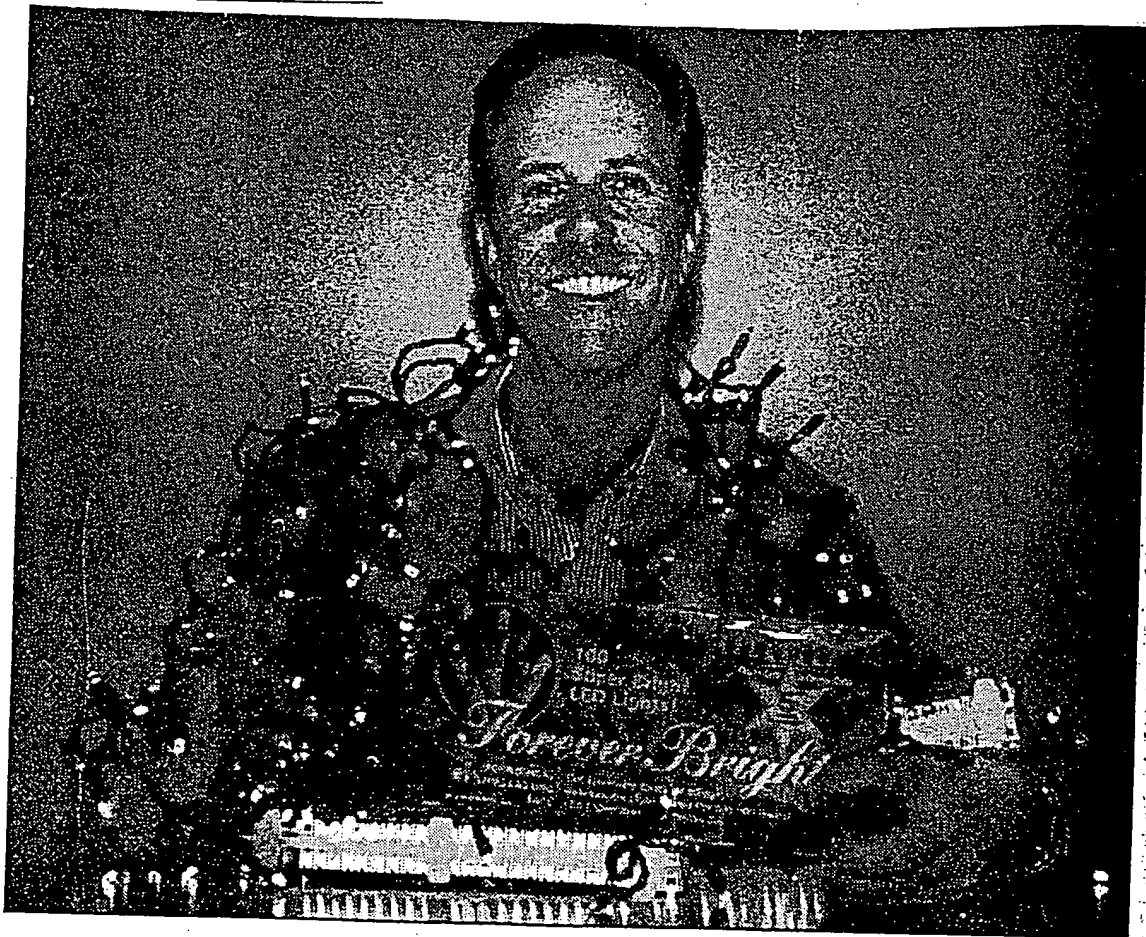
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PRESS CLIPPINGS



AP Photo

FOREVER BRIGHT — David Allen, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him in Yardley, Pa. After years of frustrations with lights that used unreliable conventional bulbs, Allen's company developed "Forever Bright," which use patent-pending LED technology. The LEDs last much longer (Allen claims 200,000 hours), cost a lot less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break.

Doylestown, PA
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NOV 28, 2001



New Christmas lights gaining popularity

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The Associated Press

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AP photo

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Though LED Christmas lights account for only a fraction of total Christmas light sales, those in the lighting industry expect the technology to become an increasingly popular choice, especially as costs go down and quality goes up. Lighting manufacturers are

Replacements for traditional Christmas lights gaining popularity

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Associated Press

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LED, or light-emitting diode, technology has been around for decades, and LEDs are already replacing light bulbs in a variety of devices, including traffic lights, brake lights, automobile interior panels and emergency exit signs. But LED Christmas lights count for only a fraction of total Christmas light sales. Those in the lighting industry expect the technology to become an increasingly popular choice, especially as costs go down and quality goes up.

Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year.

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"We started talking about my experience, and I said, 'Mark, let's think of a way to improve this item,'" Allen said.

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Tarentum, PA
Valley News Dispatch
Pittsburgh
Met Area

Sunday

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NOV 25, 2001

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LUCE PRESS CLIPPINGS

Inventor lights up Christmas

By Michael Rubinkam
The Associated Press

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\$1.9 billion retail market

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"It's a better technology and they have far more durability," he said.

Allen's Forever Bright lights are carried by several large retailers as well as the QVC home-shopping network.

They cost about \$10 to \$12 per set



CHRIS GARDNER, The Associated Press

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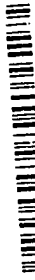
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LUCE PRESS CLIPPINGS

LED Christmas Lights Gaining Popularity

BY MICHAEL RUBINKAM
ASSOCIATED PRESS

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At stake is the \$1.9 billion retail market for Christmas lights and decorations.



David Allen, CEO of the suburban Philadelphia company Fiber Optic Designs, smiles as he wares his "Forever Bright" LED Christmas lights.

CHRIS GARDNER / ASSOCIATED PRESS

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Associated Press Writer

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"The technology is still a couple years away to really get it where it should be," said Ed Shelleman, a sales manager for Christmas light manufacturer Everstar, which manufactures store-label LEDs. "It is in its infancy, and it will take some time to get it done right."

The Allen brothers believe they already have it right. Mark Allen won't divulge how he got around the technical hurdles posed by LED, but claims his solution defies standard physics textbooks.

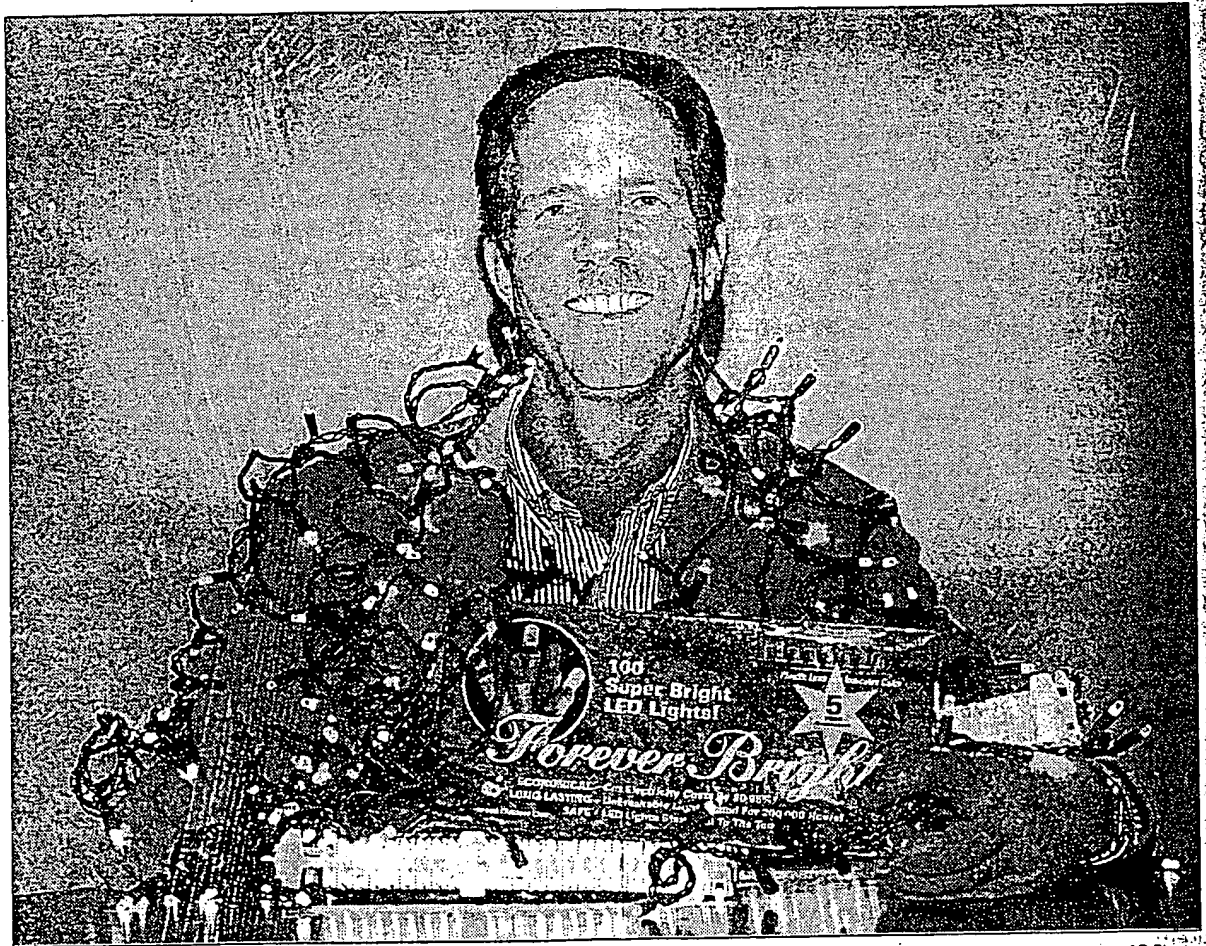
"Being an electrical engineer, I automatically assumed what was taught to me was true. So it took me a while to get over what I was taught," he said.

Morgantown, WV
Dominion Post

Saturday

D 19,273

NOV 24, 2001



AP Photo

The Christmas light man

David Allen, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him Nov. 19 in Yardley, Pa. After years of frustrations with lights that used unreliable conventional bulbs, Allen's company developed "Forever Bright," which use patent-pending LED technology. The LEDs last much longer (Allen claims 200,000 hours), cost a lot less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even when you step on them.

York, PA
Dispatch
York
Met Area

Monday

D 40,332

DEC 3, 2001

LUCE PRESS CLIPPINGS N4888

'Forever bright'

More-efficient LED holiday lights gain popularity

By MICHAEL RUBINKAM
The Associated Press

PHILADELPHIA — After spending hours wiring the house with multihued Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see the fruits of his labor.

It was a bust. As many as 20 percent of the bulbs didn't work, even though some of the sets were new out of the box.

Allen was outraged and disgusted. "It's something that would happen every year," he said.

Five years later, Allen's suburban Philadelphia company, Fiber Optic Designs, has developed a line of Christmas lights that he said are more reliable than the old ones ever were.

LED technology: Dubbed "Forever Bright," the indoor/outdoor lights use patent-pending LED technology instead of conventional light bulbs. The LEDs last much



THE ASSOCIATED PRESS

David Allen, of Fiber Optic Designs in suburban Philadelphia, smiles as his "Forever Bright" LED Christmas lights are strung around him. The lights use patent-pending LED technology, which makes bulbs last longer, cost less to operate, run cool to the touch and feature bulbs that won't break, even when stepped on.

■ **ON THE WEB:**
<http://foreverbright.com>

longer (Allen claims 200,000 hours), cost less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even if stepped on. The sets run on standard AC current and can be used indoors or out.

LED, or light-emitting diode, technology has been around for decades, and LEDs are steadily replacing light bulbs in a variety of devices, including traffic lights, brake lights, automobile instrument panels and emergency exit signs.

Though LED Christmas lights account for only a fraction of total Christmas light sales, those in the lighting industry expect the technology to become an increasingly popular choice, especially as costs go down and quality goes up.

New trend: Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year or two.

At stake is the \$1.9 billion

retail market for Christmas lights and other holiday decorations.

"We think this is the way the market is going," said Brian Young, who owns a large Christmas store in San Diego and began stocking LEDs four years ago. "It's a better technology and they have far more durability."

Allen's Forever Bright lights are carried by several large retailers as well as the QVC home shopping network. They cost about \$10 to \$12 per set of 100 clear or multicolored lights; a standard 100-light string costs about \$4.

Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that exasperating day in November 1996.

"It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody. That was the motivation for this."

Allen discussed the problem with his brother, Mark, an electrical engineer who

works in the aerospace industry, over Christmas dinner that year.

"We started talking about my experience, and I said, 'Mark, let's think of a way to improve this item,'" Allen said.

Mark began experimenting with fiber optics — hence the name of the company — from his base in La Jolla, Calif., but wasn't satisfied that he could develop a marketable product. So he turned to LED.

But while LED lights had been available for years, their popularity has been limited because they required batteries or transformers and couldn't be strung together or used outdoors, David Allen said.

"The technology is still a couple years away to really get it where it should be," said Ed Shelleman, a sales manager for Christmas light manufacturer Everstar, which manufactures store-label LEDs. "It is in its infancy, and it will take some time to get it done right."

The Allen brothers believe they already have it right. Mark Allen won't divulge how he got around the technical hurdles posed by LED, but claims his solution defies standard physics textbooks.

Youngstown, OH
Vindicator
Youngstown
Met Area

Friday

0 85,843

NOV 30, 2001

DUPLICATE PRESS CLIPPINGS
N4416



Associated Press

ENTREPRENEUR: David Allen, of the suburban Philadelphia company Fiber Optic Designs, smiles as his Forever Bright LED Christmas lights are draped around him. He developed the lights with his brother.

A bright idea leads to LED lights

*A new type of colorful
Christmas lights is
gaining in popularity.*

PHILADELPHIA (AP) — After spending hours wiring the house with multicolored Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see the fruits of his labor.

It was a bust. As many as 20 percent of the bulbs didn't work, even though some of the sets were new out of the box.

Allen was outraged and disgusted. "It's something that would happen every year," he said.

Five years later, Allen's suburban Philadelphia company, Fiber Optic Designs, has developed a line of Christmas lights that he said are more reliable than the old ones ever were.

Dubbed "Forever Bright," the indoor-outdoor lights use patent-pending LED technology instead of conventional light bulbs. The LEDs last much longer (Allen claims 200,000 hours), cost less to operate, run cool to the touch and feature sturdy epoxy bulbs that won't break even if stepped on. The sets run on standard AC current and

can be used indoors or out.

Not new: LED, or light-emitting diode, technology has been around for decades, and LEDs are steadily replacing light bulbs in a variety of devices, including traffic lights, brake lights, automobile instrument panels and emergency exit signs.

Though LED Christmas lights account for only a fraction of total Christmas light sales, those in the lighting industry expect the technology to become an increasingly popular choice, especially as costs go down and quality goes up.

Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year or two.

At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

"We think this is the way the market is going," said Brian Young, who owns a large Christmas store in San Diego and began stocking LEDs four years ago. "It's a better technology and they have far more durability."

Who carries them: Allen's Forever Bright lights are carried by several large retailers as well as the QVC home shopping net-

work. They cost about \$10 to \$12 per set of 100 clear or multicolored lights; a standard 100-light string costs about \$4.

But while LED Christmas lights had been available for several years, their popularity has been limited because they required batteries or transformers and couldn't be strung together or used outdoors, Allen said.

"The technology is still a couple years away to really get it where it should be," said Ed Shelleman, a sales manager for Christmas light manufacturer Everstar, which manufactures store-label LEDs. "It is in its infancy, and it will take some time to get it done right."

Family effort: Allen, an entrepreneur who sold a large ambulance service, enlisted the help of his brother, Mark, an electrical engineer, to develop the lights.

They believe they already have it right. Mark Allen won't divulge how he got around the technical hurdles posed by LED, but claims his solution defies standard physics textbooks.

The Allens, who have spent between \$250,000 and \$300,000 of their own money on the company, hope to sell 1 million sets this year.

Bright Idea

LED Lights Gaining in Popularity

By Michael Rubinkam
Associated Press Writer

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Unfortunately, it was a bust: As many as 20 percent of the bulbs didn't work, even though some of the sets were just out of the box.

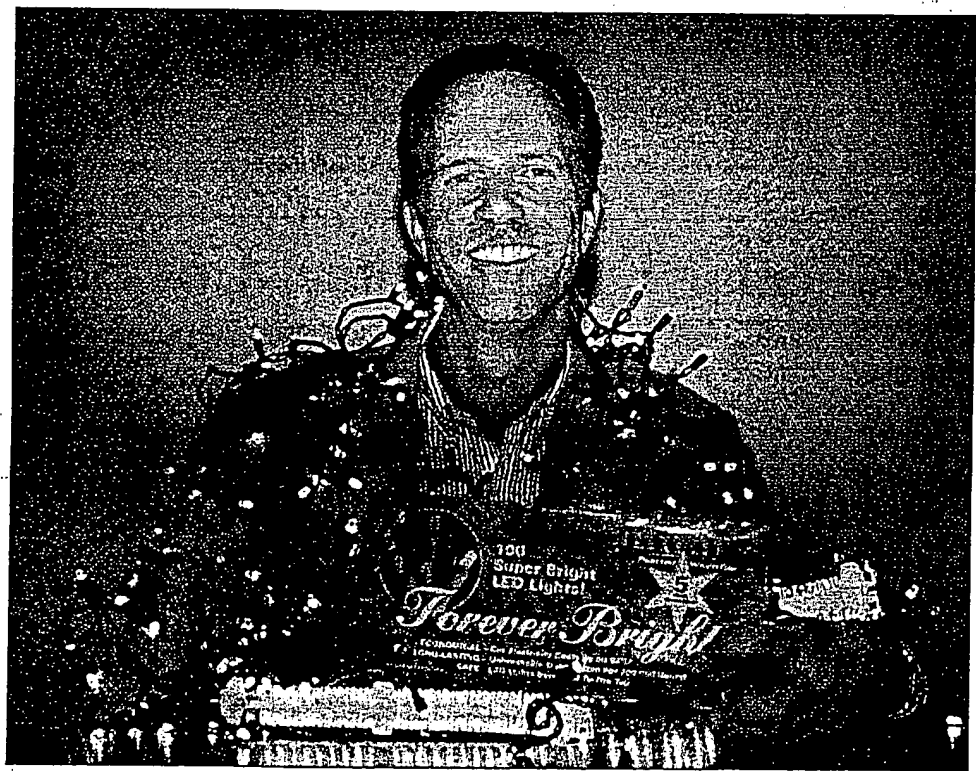
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Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year or two.



DAVID ALLEN, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him. ASSOCIATED PRESS

retail market for Christmas lights and other holiday decorations.

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Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that exasperating day in November 1996.

"It happens to every one every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody. That was the motivation for this."

Allen discussed the problem with his brother, Mark, an electrical engineer who works in the aerospace industry, over Christmas dinner that year.

"We started talking about my experience, and I said, 'Mark, let's think of a way to improve this item,'" Allen said.

Mark began experimenting with fiber optics — hence the name of the company — from his base in La Jolla, Calif., but wasn't satisfied that he could develop a good bulb.

So he turned to LED.

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York, PA
Record
York
Met Area

Monday

D 43,009

NOV 26, 2001



David Allen, of the suburban Philadelphia company Fiber Optic Designs, is strung with his own Forever Bright LED Christmas lights. After years of frustration with conventional light bulbs, Allen's company developed the new lights, which use a longer-lasting, light-emitting diode that is cool to the touch and made of sturdy epoxy.

LED lights brighten holiday

By MICHAEL RUBINKAM
Associated Press

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Lighting manufacturers are

ON THE NET

Forever Bright: <http://www.foreverbright.com>

target is consumers who are fed up with having to replace malfunctioning light sets every year or two.

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LEDs the coolest thing in holiday lights

Associated Press

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Though LED Christmas lights account for only a fraction of total Christmas light sales, those in the lighting industry expect the technology to become an increasingly popular choice, especially as costs go down and quality goes up.

Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every year or two. At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

"We think this is the way the market is going," said Brian Young, who owns a large Christmas store in San



David Allen poses with strings of his Forever Bright LED holiday lights strung around him Monday at his Fiber Optic Designs company in Yardley, Pa.

Associated Press photo

Lights

(Continued from Page G1)

Diego and began stocking LEDs four years ago. "It's a better technology and they have far more durability."

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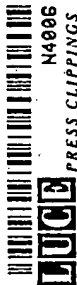
The Allen brothers believe they already have it right. Mark Allen won't divulge how he got around the technical hurdles posed by LED, but claims his solution defies standard physics textbooks.

"Being an electrical engineer, I automatically assumed what was taught to me was true. So it took me a while to get over what I was taught," he said. The Allens, who have spent \$250,000 of their own money on the company, hope to sell one million sets this year. Before LED, "there's never been an alternative," David Allen said. "Incandescent technology has been around 120 years, and it's changed very little."

Elmira, NY
Star - Gazette
Elmira
MELARA

Sunday 8UN 44,215

DEC 2, 2001



Consumers switch to LED Christmas lights for their reliability

By MICHAEL RUBINKAM
The Associated Press

Having just spent hours wiring the house with multi-colored Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see his holiday handiwork.

Unfortunately, it was a bust: As many as 20 percent of the bulbs didn't work, even though some of the sets were just out of the box.

Allen was outraged and disgusted. "It's something that would happen every year," he said.

Five years later, Allen's suburban Philadelphia company, Fiber Optic Designs, has developed a line of Christmas lights that he says are vastly more reliable than the light sets of old.

Dubbed Forever Bright, these indoor/outdoor lights use patent-pending LED technology instead of conventional light bulbs. The LEDs last



The Associated Press

Tired of unreliable conventional bulbs, David Allen, founder of the Philadelphia company Fiber Optic Designs, created Forever Bright Christmas lights, which use patent-pending LED technology.

Allen's Forever Bright lights are carried by several large retailers as well as the QVC home shopping net-

work. They cost about \$10 to \$12 per set of 100 clear or multicolored lights; a standard 100-light string costs about \$4.

Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that exasperating day in November 1996.

"It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill some-

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Lighting manufacturers are racing to develop LEDs. At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

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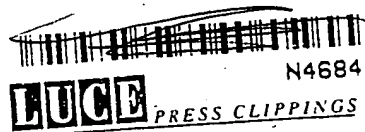
On the Net: <http://foreverbright.com>

Elkwood City, PA
Ledger

Saturday

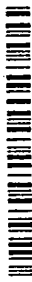
D 5,888

DEC 1, 2001



All wrapped up

David Allen, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him recently in Yardley, Pa. After years of frustrations with lights that used unreliable conventional bulbs, Allen's company developed "Forever Bright," that uses patent-pending LED technology and last much longer. (AP photo)



N3622

LUCE PRESS CLIPPINGS

LED Christmas lights gain popularity with customers

Bulbs less costly to use, aren't as hot and won't break

BY MICHAEL RUBINKAM
ASSOCIATED PRESS

PHILADELPHIA — After spending hours wiring the house with multicolored Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see the fruits of his labor.

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Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that ex-

perience to start a company operating day in November 1996.

"It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody. That was the motivation for this."

Allen discussed the problem with his brother, Mark, an electrical engineer who works in the aerospace industry, over Christmas dinner that year.

"We started talking about my experience, and I said, 'Mark, let's think of a way to improve this item,'" Allen said.

Mark began experimenting with fiber optics — hence the



Christmas lighting: David Allen of Fiber Optic Designs shows off his 'Forever Bright' LED Christmas lights at the firm's offices in Yardley, Pa. Allen says the LEDs last much longer, cost less to operate and are cooler to the touch than conventional lights.

name of the company — from his base in La Jolla, Calif., but wasn't satisfied that he could develop a marketable product. So he turned to LED.

But while LED Christmas lights had been available for several years, their popularity has been limited because they required batteries or transformers and couldn't be strung together or used outdoors, according to David Allen.

"The technology is still a couple years away to really get it where it should be," said Ed Shellemann, a sales manager for Christmas light manufacturer Everstar, which manufactures store-label LEDs. "It is in its infancy, and it will take

some time to get it done right. The Allen brothers believe they already have it right." Mark Allen won't divulge how he got around the technical hurdles posed by LED, but claims his solution defies standard physics textbooks.

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The Allens, who have spent between \$250,000 and \$300,000 of their own money on the company, hope to sell 1 million sets this year.

On the Net:
http://foreverbright.com

Bloomington, IL
Pantagraph
Bloomington
Met Area

Monday

049,148

DEC 3, 2001



N2218

CLIPPING

PRESS CLIPPINGS

Innovative LED Christmas lights gaining popularity

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At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

"We think this is the way the market is going," said Brian Young, who owns a large Christmas store in San Diego and began stocking LEDs four

years ago. "It's a better technology and they have far more durability." Allen's Forever Bright lights are carried by several large retailers and the QVC home shopping network. They cost about \$10 to \$12 per set of 100 clear or multicolored lights, a standard 100-light string costs about \$4.

Allen, 45, an entrepreneur, said he was inspired by that exasperating day in November 1996. "It happens to every guy every year," he said. "Inevitably, you take the wife and children to the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody."

Allen discussed the problem with his brother, Mark, an electrical engineer who works in the aerospace industry. Mark began experimenting with fiber optics, hence the name of the company — from his base in La Jolla, Calif.

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David Allen of the suburban Philadelphia company, Fiber Optic Designs, smiled as his "Forever Bright" LED Christmas lights were strung on him. After years of frustration with lights that used conventional bulbs, Allen's company developed "Forever Bright."

Associated Press

Monday

D 20,794

NOV 26, 2001



N4652

Beating Christmas burnout

Designer says LED lights last longer

PHILADELPHIA (AP) — Having just spent hours wiring the house with multihued Christmas lights, David Allen took his 4-year-old daughter to the base of the driveway to see his holiday handiwork.

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Associated Press

DAVID ALLEN, of the suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him in Yardley.

Though LED Christmas lights account for only a fraction of total Christmas light sales, those in the lighting industry expect the technology to become an increasingly popular choice, especially as costs go down and quality goes up.

Lighting manufacturers are racing to develop LEDs. Their target is consumers who are fed up with having to replace malfunctioning light sets every

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At stake is the \$1.9 billion retail market for Christmas lights and other holiday decorations.

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LED Christmas lights gain popularity

The Associated Press

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Allen was outraged and disgusted. "It's something that would happen every year," he said.

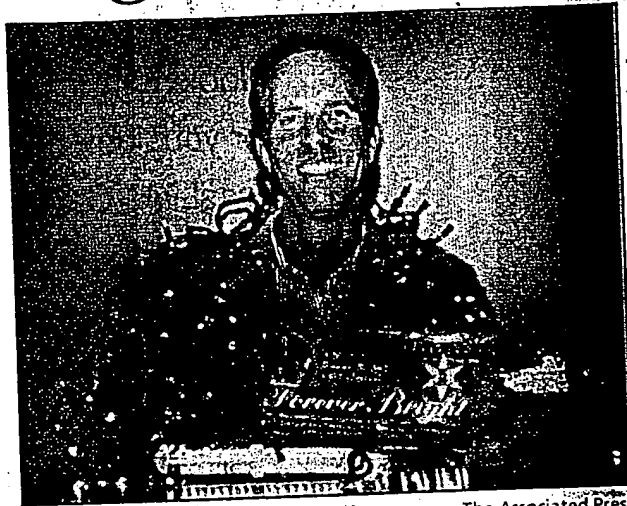
Five years later, Allen's suburban Philadelphia company, Fiber Optic Designs, has developed a line of Christmas lights that he said are more reliable than the old ones ever were.

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LED, or light-emitting diode, technology has been around for decades, and LEDs are steadily replacing light bulbs in a variety of devices, including traffic lights, brake lights, automobile instrument panels and emergency exit signs.

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The Associated Press

David Allen, of the suburban Philadelphia company Fiber Optic Designs, is draped with some of his Forever Bright LED Christmas lights Nov. 19 in Yardley, Pa.

LED Page 41

LED: Manufacturers racing to develop lights

From Page 11

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Allen's Forever Bright lights are carried by several large retailers as well as the QVC home shopping network. They cost about \$10 to \$12 per set of 100 clear or multicolored lights; a standard 100-light string costs about \$4.

Allen, 45, an entrepreneur who founded and then sold a large ambulance service, said he was inspired by that exasperating day in November 1996.

"It happens to every guy every year," he said. "Inevitably, you take the wife and children to

the bottom of the driveway to the lighting ceremony and the first thing your 4-year-old asks is, 'Why isn't this working?' And the veins in your neck stand out and you want to kill somebody. That was the motivation for this."

Allen discussed the problem with his brother, Mark, an electrical engineer who works in the aerospace industry, over Christmas dinner that year.

"We started talking about my experience, and I said, 'Mark, let's think of a way to improve this item,'" Allen said.

Mark began experimenting with fiber optics — hence the

name of the company — from his base in La Jolla, Calif., but wasn't satisfied that he could develop a marketable product. So he turned to LED.

But while LED Christmas lights had been available for several years, their popularity has been limited because they required batteries or transformer and couldn't be strung together or used outdoors, according to David Allen.

"The technology is still a couple years away to really get where it should be," said E. Shellemann, a sales manager for Christmas light manufacturer Everstar.

Lights

■ Continued from Page 8C

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"It is in its infancy, and it will take some time to get it done right."

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Madison, WI
Capital Times
Madison
Met Area

Tuesday NOV 27, 2001 D 20,009

LUCE PRESS CLIPPINGS

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David Allen is all wrapped up in his "Forever Bright" LED Christmas lights, which last longer and cost less to operate than traditional bulbs.

Forever bright LED Christmas lights gaining popularity

By Michael Rubinkam

Associated Press

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See LIGHTS, Page 7C

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LUCE PRESS CLIPPINGS

Lights

Continued from page C1

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A new twist on Christmas lights

LED bulbs said to be more reliable

By Michael Rubinkam
Associated Press

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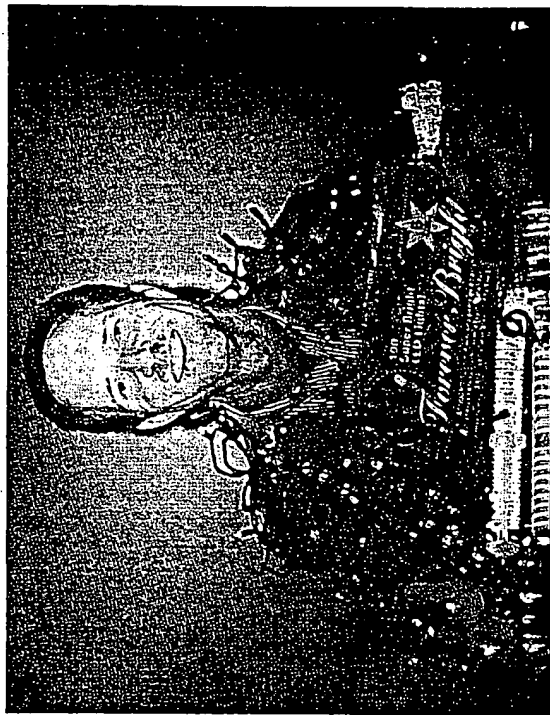
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AP photo by Chris Gardner
David Allen, founder of suburban Philadelphia company Fiber Optic Designs, smiles as his "Forever Bright" LED Christmas lights are strung on him. The LED lights developed by his company last much longer than conventional bulbs and cost less to operate.

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Please see LIGHTS, page C3

Lafayette, PA
Bulletin
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Wednesday

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PRESS CLIPPINGS

LED Christmas Lights Gaining In Popularity

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The Allens, who have spent between \$250,000 and \$300,000 of their own money on the company, hope to sell one million sets this year.

Before LED, "there's never been an alternative," David Allen said. "Incandescent technology has been around 120 years, and it's changed very little."

On the Net:
<http://foreverbright.com>

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LUCE PRESS CLIPPINGS
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Forever bright

LED holiday lights gaining popularity

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Allen's Forever Bright lights are

Please see LIGHTS, page 7



David Allen of the company Fiber Optic Designs smiles as his 'Forever Bright' LED Christmas lights are strung on him. After years of frustrations with lights that used unreliable conventional bulbs, Allen's company developed 'Forever Bright,' which use patent-pending LED technology.

Lights

From page 2

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LED Christmas lights becoming popular

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Associated Press

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Associated Press

Light man: David Allen of Fiber Optic Designs shows his "Forever Bright" LED Christmas lights that last much longer, and cost less to operate than conventional bulbs.

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HINTS FOR HOMEOWNERS

Holiday Lighting:

Latest Technology Saves Time, Money And More

(NAPSA)-Walk down almost any street in America during the holiday season and you will see holiday lights-lots and lots of them. They light the way for travelers coming home for the holidays and welcome Santa Claus as well.

What you cannot see, but may have experienced first-hand, is the frustration that is part of lighting for the holidays. Year after year, decorative lights fail by the millions, frustrating homeowners, and forcing them to run to the store to get extra sets to decorate their homes and trees, often on the very day they intend to put them up.

Traditional holiday lights waste a large amount of electricity at the very time we can ill afford to squander precious resources. Traditional holiday lights also increase the risk of fire when hot bulbs come in contact with trees and other flammable materials in and around the home.

That very combination of homeowner frustration, excessive electricity use, and safety concerns was the genesis of a new product that is currently available in many retail stores around the country, Forever Bright® decorative lights.

Forever Bright decorative lights are a revolutionary holiday lighting product that offers several advantages over traditional holiday lights. They use 80-90 percent less electricity, saving the consumer money every month. The lights are very reliable and durable, rated for up to 200,000 hours of use. Because they remain cool to the touch, there is no need to worry about hot lights starting a fire. They are also unbreakable, because they are not made of fragile glass.

According to David Allen, President of Fiber Optic Designs, the company that invented Forever Bright, "These UL approved lights use tiny semiconductors, or light emit-



LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.

ting diodes (LEDs), to create light. They do not rely upon a glowing filament that converts 80 percent of electrical energy to heat. That is why Forever Bright bulbs always remain cool to the touch when lit, and save so much energy."

Adds Mr. Allen, "We, as a nation, could save between 6 and 16 million megawatts of electricity each month by using Forever Bright holiday lights. In dollar terms, the savings approach \$1 billion per month nationwide, more than offsetting the cost of the lights for each household."

Forever Bright decorative lights are available as standard indoor/outdoor light strings, and come in popular curtain and icicle styles. Colors include red, green, gold and mixed. There is also a new color available that looks like the candlelight of yore.

Further information about Forever Bright decorative lights can be obtained on the Internet at www.foreverbright.com, or by writing to Forever Bright Decorative Lights, Fiber Optic Designs, 704 Floral Vale Boulevard, Yardley, PA 19067.

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Wednesday, November 28, 2001

Holiday lighting: latest technology saves time, money and more

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Holiday Lighting: Latest Technology Saves Time, Money And More

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HINTS FOR HOMEOWNERS

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DEC 11, 2001

LUCE PRESS CLIPPINGS

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Latest lighting technology saves time, money and more

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Upper Darby Press
Philadelphia
Met Area

Thursday

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NOV 29, 2001



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FILLMORE HERALD

FILLMORE, CA

12/08/2001

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SHOPPER'S REVIEW

MARSHALL, MN
WEEKLY

NOV 28 2001

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Holiday Lighting: Latest Technology Saves Time & Money

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HINTS FOR HOMEOWNERS

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Allen's P. C. B. Est. 1888

Holiday Lighting: Latest Technology Saves Time, Money And More

34
(NAPSA) Walk down almost any street in America during the holiday season and you will see holiday lights - lots and lots of them.

They light the way for travelers coming home for the holidays and welcome Santa Claus as well.

What you cannot see, but may have experienced first hand, is the frustration that is part of lighting for the holidays.

Year after year, decorative lights fail by the millions, frustrating homeowners and forcing them to run to the store

to get extra sets to decorate their homes and trees, often on the very day they intend to put them up.

Traditional holiday lights waste a large amount of electricity, at the very time we can ill afford to squander precious resources.

Traditional holiday lights also increase the risk of fire when hot bulbs come in contact with trees and other flammable materials in and around the home.

That very combination of homeowner frustration, excessive electricity use, and safety concerns was the genesis of a new product that is currently available in many retail stores around the country, Forever Bright® decorative lights.

Forever Bright decorative lights are a revolutionary holiday lighting product that offers several advantages over traditional holiday lights.

They use 80-90 percent less electricity, saving the consumer money every month. The lights are very reliable and durable, rated for up to 200,000 hours of use.

Because they remain cool to the touch, there is no need to worry about hot lights starting a fire. They are also unbreakable, because they are not made of fragile glass.

According to David Allen, President of Fiber Optic Designs, the company that invented Forever Bright lights, "These UL approved lights use tiny semi-conductors, or

light emitting diodes (LEDs), to create light.

"They do not rely upon a glowing filament that converts 80 percent of electrical energy to heat.

"That is why Forever Bright bulbs always remain cool to the touch when lit, and save so much energy."

Adds Mr. Allen, "We, as a nation, could save between six and 16 million megawatts of electricity each month by using Forever Bright holiday lights.

"In dollar terms, the savings approach \$1 billion per month nationwide, more than offsetting the cost of the lights for each household."

Forever Bright decorative lights are available as standard indoor/ outdoor light strings, and come in popular curtain and icicle styles.

Colors include red, green, gold and mixed.

There is also a new color available that looks like the candlelight of yore.

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Daly City, CA
(San Mateo Co.)
Manila Mail
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DEC 19 2001

Allen's P. C. B. Est. 1888

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NORTH AMERICAN CLIPPING BUREAU
North American Precis Syndicate, Inc.

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WORTH-RIDGE REPORTER
PALOS HEIGHTS, IL
12/13/2001
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CIRC: 18000

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NORTH AMERICAN CLIPPING BUREAU
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PALOS HEIGHTS, IL
12/13/2001
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CIRC: 18000

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NORTH AMERICAN CLIPPING BUREAU
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REGIONAL NEWS
PALOS HEIGHTS, IL
12/13/2001
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CIRC: 18684

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HINTS FOR HOMEOWNERS

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NOV 29 2001

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HINTS FOR HOMEOWNERS

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HINTS FOR HOMEOWNERS

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NORTH AMERICAN CLIPPING BUREAU
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HINTS FOR HOMEOWNERS

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PRESS CLIPPINGS

Holiday Lighting

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See LIGHTS, Page 8

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PORT BEND STAR
AFFORD, TX
11/29/2001

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What you cannot see, but may have experienced first-hand, is the frustration that is part of lighting the holidays. Year after year, decorative lights fail by the millions, frustrating homeowners, and forcing them to run to the store to get extra sets to decorate their homes and trees, often on the very day they intend to put them up.

Traditional holiday lights waste a large amount of electricity at the time we can ill afford to squander precious resources. Traditional holiday lights also increase the risk of fire when hot bulbs come in contact with trees and other flammable materials in and around the home.

That very combination of homeowner frustration, excessive electricity use, and safety concerns was the genesis of a new product that is currently available in many retail stores around the country, *Forever Bright*® decorative lights.

Forever Bright decorative lights are a revolutionary holiday lighting product that offers several advantages over traditional holiday lights. They use 80-90 percent less electricity, saving the consumer money every month. The lights are very reliable and durable, rated for up to 200,000 hours of use. Because they remain cool to the touch, there is no need to worry about hot lights starting a fire. They are also unbreakable, because they are not made of fragile glass.

According to David Allen, President of Fiber Optic Designs, the company that invented *Forever Bright* lights, "These UL approved



LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.

lights use tiny semi-conductors, or light emitting diodes (LEDs), to create light. They do not rely upon a glowing filament that converts 80 percent of electrical energy to heat. That is why *Forever Bright* bulbs always remain cool to the touch when lit, and save so much energy."

Adds Mr. Allen, "We, as a nation, could save between 6 and 16 million megawatts of electricity each month by using *Forever Bright* holiday lights. In dollar terms, the savings approach \$1 billion per month nationwide, more than offsetting the cost of the lights for each household."

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HINTS FOR HOMEOWNERS

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Latest technology in holiday lighting saves money and time

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Forever Bright decorative lights.

Forever

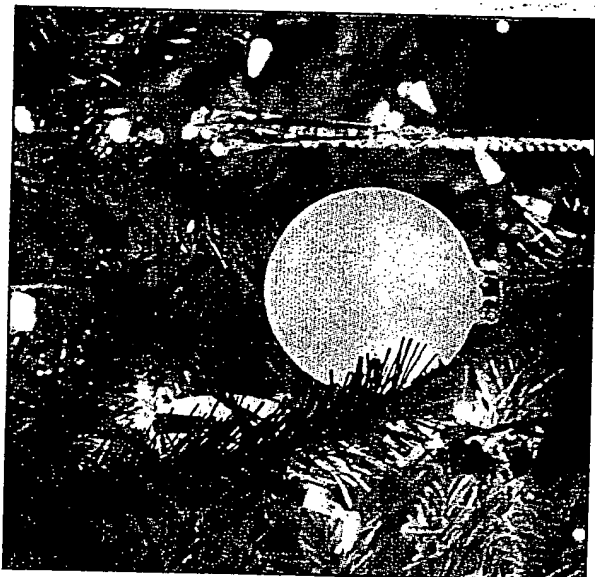
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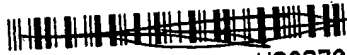
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NOV 28, 2001



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LUCE PRESS CLIPPINGS

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REPORTER

OAK LAWN, IL
PUBL. THURSDAY
CIRC. 15,504

DEC 13, 2001

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Palos Heights, IL
Regional News
Chicago
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DEC 13, 2001



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PRESS CLIPPINGS

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Lighting products

New kind of Christmas lights cut electricity use

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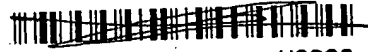
The very combination of homeowner

Glenwood, MN
Pope County Tribune

Monday

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DEC 24, 2001



N6922

LUCE PRESS CLIPPINGS

Lights a big part of Christmas

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51383
GREENSBORO, GA
HERALD JOURNAL
11/30/01 B
circ 5,000

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CHARDON, OH
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51383
GREENUP, IL
GREENUP PRESS
12/20/01 N
circ 1,580

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51383
WASHINGTON, GA
NEWS-REPORTER
12/20/01 N
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51383
RISTOL, CT
INDSOR JOURNAL
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51383
ALBUQUERQUE, NM
HEALTH CITY SUN
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51383
HEBRON, IN
HEBRON ADVERTISER
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51383
WEST BEND, IA
WEST BEND JOURNAL
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HARBROUCK HEIGHT, NJ
OBSERVER WEEKLY NEW
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Circ 2,000

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LOWDEN, IA
SUN-NEWS
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WASHINGTON, DC
NEWS-REPORTER
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51383
ABEEVILLE, AL
ABEEVILLE HERALD
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Circ 2,500

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NORTH AMERICAN CLIPPING BUREAU
North American Precis Syndicate, Inc.

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HI-RISE EXPRESSIONS
MONTCLAIR, NJ

11/01/2001

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Holiday Lighting: Latest Technology Saves Time, Money And More

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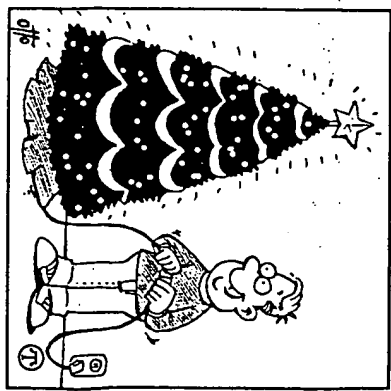
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They do not rely upon a glowing filament that converts 80 percent of electrical energy to heat. That is why *Forever Bright* bulbs always remain cool to the touch when lit, and save so much energy.

Adds Mr. Allen, "We, as a nation, could save between 6 and 16 million megawatts of electricity

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Forever Bright decorative lights are available as standard indoor/outdoor light strings, and come in popular curtain and icicle styles. Colors include red, green, gold and mixed. There is also a new color available that looks like the candlelight of yore.



LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.

7795
WEEKLY MAIL JOURNAL-MESSE
CHARDON, OH
12/12/2001
N
CIRC: 20000

HINTS FOR HOMEOWNERS

Holiday Lighting: Latest Technology Saves Time, Money And More

(NAPS)—Walk down almost any street in America during the holiday season and you will see holiday lights—lots and lots of them. They light the way for travelers coming home for the holidays and welcome Santa Claus as well.

What you cannot see, but may have experienced firsthand, is the frustration that is part of lighting for the holidays. Year after year, decorative lights fail by the millions, frustrating homeowners, and forcing them to run to the store to get extra sets to decorate their homes and trees, often on the very day they intend to put them up.

Traditional holiday lights waste a large amount of electricity at the very time we can ill afford to squander precious resources. Traditional holiday lights also increase the risk of fire when hot bulbs come in contact with trees and other flammable materials in and around the home.

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According to David Allen, President of Fiber Optic



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Designs, the company that invented *Forever Bright* lights. These UL approved lights use tiny semi-conductors, or light emitting diodes (LEDs), to create light. They do not rely upon a glowing filament that converts 80 percent of electrical energy to heat. That is why *Forever Bright* bulbs always remain cool to the touch when lit, and save so much energy.

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5/383
-NAPS-
NORTH AMERICAN CLIPPING BUREAU
North American Precis Syndicate, Inc.

12431
VALLEY HERALD
SPOKANE, WA
10/24/2001
N
CIRC: 8000

Holiday lighting

Latest technology saves time

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LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.

NOV 8 8 2001

Wednesday, November 28, 2001

Holiday lighting: latest technology saves time, money and more

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NOV 29, 2001

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NOV 22 2001

CEDAR LAKE
LOWELL STAR
Lake County

WEEKLY/THU
C-3200

OC1 Holiday lighting

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See Lighting, page 20

Lighting

Continued from page 15 OC1

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NOV 22 2001

51383

CROWN POINT STAR
Lake County

WEEKLY/THURS
C-2600

oc 1

Holiday lighting

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See Lighting, page 20

96

Lighting oc 1

Continued from page 15

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Grosse Pointe, MI

News
Detroit
Met Area

Thursday

W 17,000

NOV 22, 2001



Latest technology in holiday lighting saves money and time

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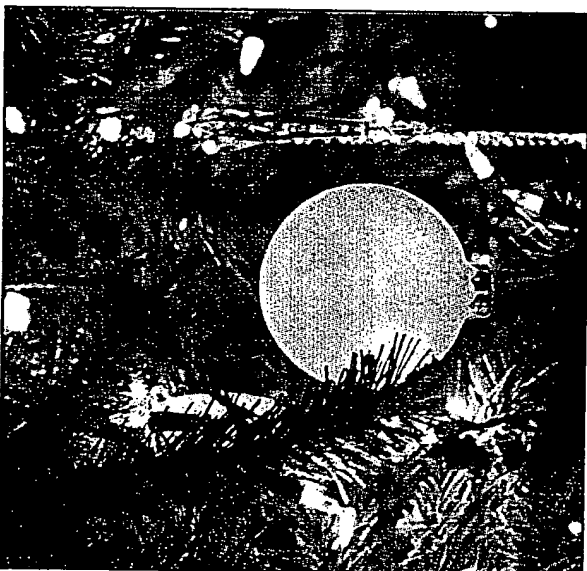
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LED-based holiday lights last nearly forever and cut electricity use way back.



Friendswood, TX
Journal
Houston
Met Area

Wednesday

W 2,059

NOV 21, 2001



Holiday lighting: latest technology saves time

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4983
HOME NEWS & TIMES
YONKERS, NY
11/22/2001
8
CIRC: 16198

HINTS FOR HOMEOWNERS

Holiday Lighting: Latest Technology Saves Time, Money And More

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1405
FORT BEND STAR
STAFFORD, TX
11/21/2001
B
CIRC: 65000 S1

HINTS FOR HOMEOWNERS

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181
FILLMORE HERALD
FILLMORE, CA
12/06/2001
N
CIRC: 3500

Holiday Lighting: Latest Technology Saves Time, Money And More

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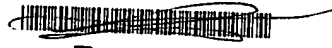
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INFORMATION SERVICES

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Holiday lighting: latest technology saves time

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Holiday lighting

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See Lighting, page 29

Lighting

Continued from page 15

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LUCE

N19326

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Pearland, TX
Journal
Houston
Met Area

Wednesday

W 4,800

NOV 21, 2001

LUCE

PRESS CLIPPINGS

N50887

Holiday lighting: latest technology saves time

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Crown Point, IN
Cedar Lake - Lowell Star
Chicago
Met Area

Thursday

NOV 22, 2001

W 1,000



LUCE

PRESS CLIPPINGS

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REDLANDS DAILY FACTS
REDLANDS, CA
11/22/2001
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CIRC: 9000

Holiday lighting

• Latest technology saves time, money and more.

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Holiday Shopping At Relaxed Pace

- Take several breaks throughout your day. Keep yourself hydrated while you are shopping by visiting a restaurant or coffee house. This is a good time to check off gifts on your list that you have already purchased.
- Map out the mall before you start to save your time.

Tips For Stress-Free Gift Buying This Season

- Do not carry large amounts of cash. Instead use your credit card or gift card. Cash can be lost and impossible to replace. Using your payment cards allows for both convenience and increased security.
- Create a budget and keep track of all

your expenditures. Many Visa issuing banks offer cardholders the opportunity to track their expenses online, which can help shoppers keep track of the money they have already spent and ensure they are staying on budget.

• Shop online. For those shoppers who want to save time, or prefer to shop after the stores are closed, shopping in the comfort of your home is a great solution.

- Give people gift cards. If a person is to give a gift card, you can let the recipients decide the exact item they would like to purchase, this reduces the number of items that need to be returned.
- Utilize gift-wrapping centers. At many of which benefit a charity. By using this service, not only can you save time, but contribute to the holiday joy of others during this season.

HINTS FOR HOMEOWNERS

Holiday Lighting:

Latest Technology Saves Time, Money And More

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LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.

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NEWTON, NJ
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CIRC: 21293

Latest lighting technology saves time, money and more

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Further information about



Forever Bright decorative lights 19067.
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Sugar Land, TX
Fort Bend Star
(Cir. W.)

NOV 21 2001

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A Holiday Lighting: Latest Technology Saves Time, Money And More

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NOV 22, 2001

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See Lighting, page 15

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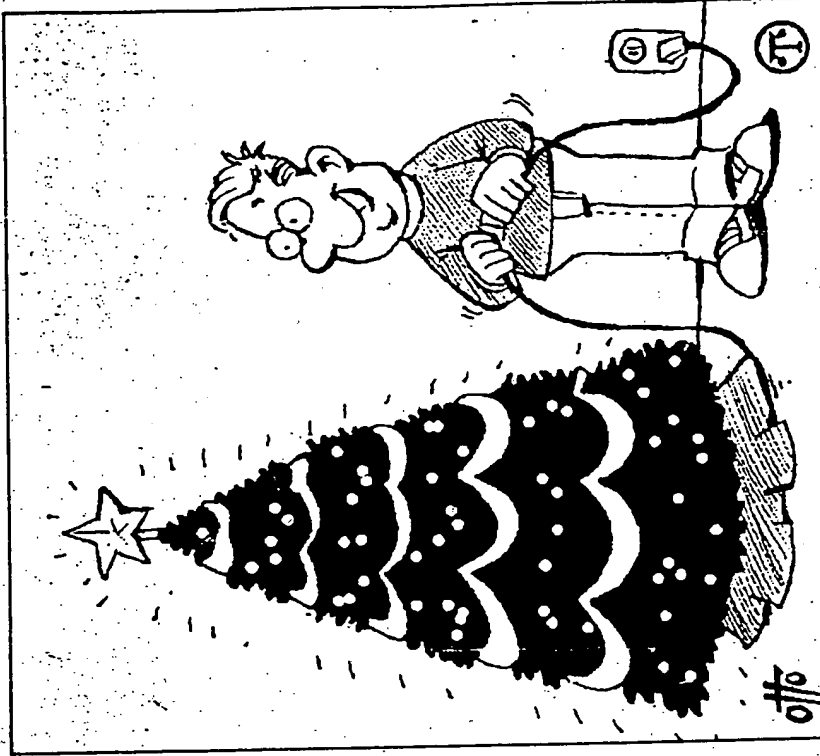
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19087.

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LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.

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CISSNA PARK, IL
11/29/2001
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CIRC: 57500 S

HINTS FOR HOMEOWNERS

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INDEPENDENT-REGISTER

BRODHEAD, WI
WEEKLY 2,230
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INFORMATION SERVICES

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Holiday lighting: latest technology saves time, money and more

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-NAPS-
NORTH AMERICAN CLIPPING BUREAU
North American Precis Syndicate, Inc.

3690
MOUNTAIN HOME NEWS
MOUNTAIN HOME, ID
11/07/2001
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CIRC: 6700

Holiday Lighting: Latest Technology Saves Time, Money And More

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LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.

Spokane, WA
(Spokane Co.)
Valley News Herald
(Cir. W. 10,000)

OCT 24 2001

Allen's P.C.B. #E14883

Holiday lighting

Latest technology saves time

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NOV 21 2001
Cowboy State Press Clipping
Manderson, WY 82432
307-568-2311

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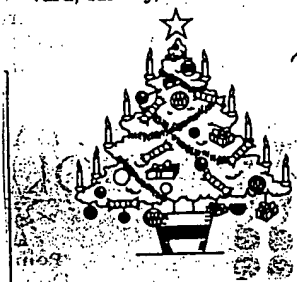
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NOV 21 2001

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PEARLAND, TX
Pearland Journal
Circ. W. 2719

NOV 21 2001

TEXAS PRESS
CLIPPING BUREAU
1600 Pacific Avenue, #830
Dallas, TX 75201
214-969-5570

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FREE PRESS

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TAMPA FL

WEEKLY - 800

NOV 10, 2001

HINTS FOR HOMEOWNERS

Holiday Lighting:

Latest Technology Saves Time, Money And More

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CROWN POINT STAR

CROWN POINT, IN
PUBL. THURSDAY
CIRC. 2,239

NOV 22, 2001

Holiday lighting

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See Lighting, page 29

Lighting

Continued from page 15

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9395
SUBURBAN NEWS
LEXINGTON, AL
11/28/2001
N
CIRC: 5700

HINTS FOR HOMEOWNERS

Holiday Lighting: Latest Technology Saves Time, Money And More

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1405
FORT BEND STAR
STAFFORD, TX
11/21/2001
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CIRC: 65000

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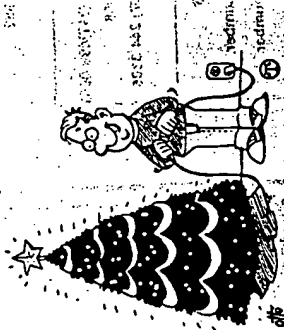
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Fall Home Improvement

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Further information about Forever Bright decorative lights can be obtained on the Internet at www.forverbright.com, or by writing to Forever Bright Decorative Lights, Fiber Optic Designs, 704 Floral Vale Boulevard, Yardley, PA 19067.

LED-based holiday lights last nearly forever and cut electricity use way back.

-NAPS-
NORTH AMERICAN CLIPPING BUREAU
North American Precis Syndicate, Inc.

23256
SOUTHEAST NEWS LEADER
SAVANNAH, GA
11/01/2001

N
CIRC: 20000

Latest holiday lighting technology saves time, money and more

(NAPSA)-Walk down almost any street in America during the holiday season, and you will see holiday lights-lots and lots of them. They light the way for travelers coming home for the holidays and welcome Santa Claus as well.

What you cannot see, but may have experienced first-hand, is the frustration that is part of lighting for the holidays. Year after year, decorative lights fail by the millions, frustrating homeowners, and forcing them to run to the store to get extra sets to decorate their homes and trees, often on the very day they intend to put them up.

Traditional holiday lights waste a large amount of electricity at the very time we can ill afford to

squander precious resources.

Traditional holiday lights also increase the risk of fire when hot bulbs come in contact with trees and other flammable materials in and around the home.

That very combination of homeowner frustration, excessive electricity use, and safety concerns was the genesis of a new product that is currently available in many retail stores around the country, Forever Bright® decorative lights.

Forever Bright decorative lights are a revolutionary holiday lighting product that offers several advantages over traditional holiday lights. They use 80-90 percent less electricity, saving the consumer money every month. The lights are very reliable and

durable, rated for up to 200,000 hours of use. Because they remain cool to the touch, there is no need to worry about hot lights starting a fire. They are also unbreakable, because they are not made of fragile glass.

According to David Allen, President of Fiber Optic Designs, the company that invented Forever Bright lights, "These UL approved lights use tiny semiconductor, or light emitting diodes (LEDs), to create light. They do not rely upon a glowing filament that converts 80 percent of electrical energy to heat. That is why Forever Bright bulbs always remain cool to the touch when lit, and save so much energy."

Adds Mr. Allen, "We, as a nation, could save between 6 and 16 mil-

lion megawatts of electricity each month by using Forever Bright holiday lights. In dollar terms, the savings approach \$1 billion per month nationwide, more than offsetting the cost of the lights for each household."

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FORT BEND STAR
STAFFORD, TX
11/21/2001
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CIRC: 65000

S1

HINTS FOR HOMEOWNERS

Holiday Lighting: Latest Technology Saves Time, Money And More

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LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.

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5002
SALEM OBSERVER
SALEM, NH
11/01/2001
L
CIRC: 5000

Holiday Lighting:

Latest technology saves time, money and more

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Tampa, FL

Free Press

Tampa
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Saturday

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NOV 10, 2001

LUCE PRESS CLIPPINGS

HINTS FOR HOMEOWNERS

Holiday Lighting:

Latest Technology Saves Time, Money And More

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7729
FREE PRESS
TAMPA, FL
11/10/2001
B
CIRC: 1500

HINTS FOR HOMEOWNERS

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HINTS FOR HOMEOWNERS

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Holiday Lighting:

Latest Technology Saves Time, Money And More

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-NAPS-
NORTH AMERICAN CLIPPING BUREAU
North American Precis Syndicate, Inc.

15871
CAROLINA WEEKLY SHOPPER
SMITHFIELD, NC
11/15/2001
N

HINTS FOR HOMEOWNERS

Holiday Lighting:

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7729
FREE PRESS
TAMPA, FL
11/10/2001
N
CIRC: 1500

HINTS FOR HOMEOWNERS

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-NAPS-
NORTH AMERICAN CLIPPING BUREAU
North American Precise Syndicate, Inc.

23162
CHATTANOOGA SHOPPER
COOKEVILLE, TN
11/02/2001
N
CIRC: 42000

HINTS FOR HOMEOWNERS

Holiday Lighting:

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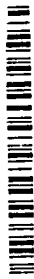


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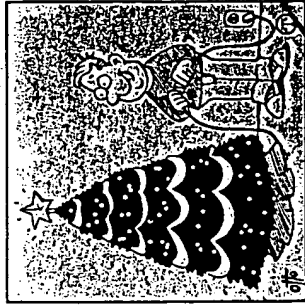


N65167

WUC PRESS CLIPPINGS

Here's a new kind of holiday lighting

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12431
VALLEY HERALD
SPOKANE, WA
10/24/2001

L
CIRC: 8000

Holiday lighting

Latest technology saves time

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Page 5 Say... AS SEEN IN THE SPOTTER, NOVEMBER 21, 2001

Holiday lighting: Latest technology saves time, money and more

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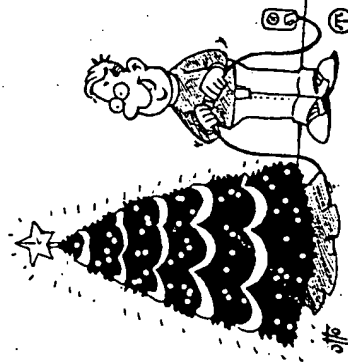
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day lights. They use 80-90 percent less electricity, saving the consumer money every month. The lights are very reliable and durable, rated for up to 200,000 hours of use. Because they remain cool to the touch, there is no need to worry about hot lights starting a fire. They are also unbreakable, because they are not made of fragile glass.

According to David Allen, President of Fiber Optic Designs, the company that invented Forever Bright lights, "These UL approved lights use tiny semi-conductors, or light emitting diodes (LEDs), to create light. They do not rely upon a glowing filament that covers 80

percent of electrical energy to heat. That is why Forever Bright bulbs always remain cool to the touch when lit, and save so much energy." Adds Mr. Allen, "We, as a nation, could save between 6 and 16 million megawatts of electricity each month by using Forever Bright holiday lights. In dollar terms, the savings approach \$1 billion per month nationwide, more than offsetting the cost of the lights for each household."

Forever Bright decorative lights are available as standard indoor/outdoor light strings, and come in popular curtain and icicle styles. Colors include red, green, gold and silver. There is also a new color, pink. There is also a new color, pink. There is also a new color, pink.



available that looks like the candlelight of yore. Further information about Forever Bright decorative lights can be obtained on the Internet at www.foreverbright.com.

Holiday lighting:

Latest technology saves time, money and more

(NAPSA)-Walk down almost any street in America during the holiday season and you will see holiday lights-lots and lots of them. They light the way for travelers coming home for the holidays and welcome Santa Claus as well.

What you cannot see, but may have experienced first-hand, is the frustration that is part of lighting for the holidays. Year after year, decorative lights fail by the millions, frustrating homeowners, and forcing them to run to the store to get extra sets to decorate their homes and trees, often on the very day they intend to put them up.

Traditional holiday lights waste a large amount of electricity at the very time we can ill afford to squander precious resources. Traditional holiday lights also increase the risk of fire when hot bulbs come in contact with trees and other flammable materials in and around the home.

That very combination of homeowner frustration, excessive electricity use, and safety concerns was the genesis of a new product that is currently available in many retail stores around the country, Forever Bright® decorative lights.

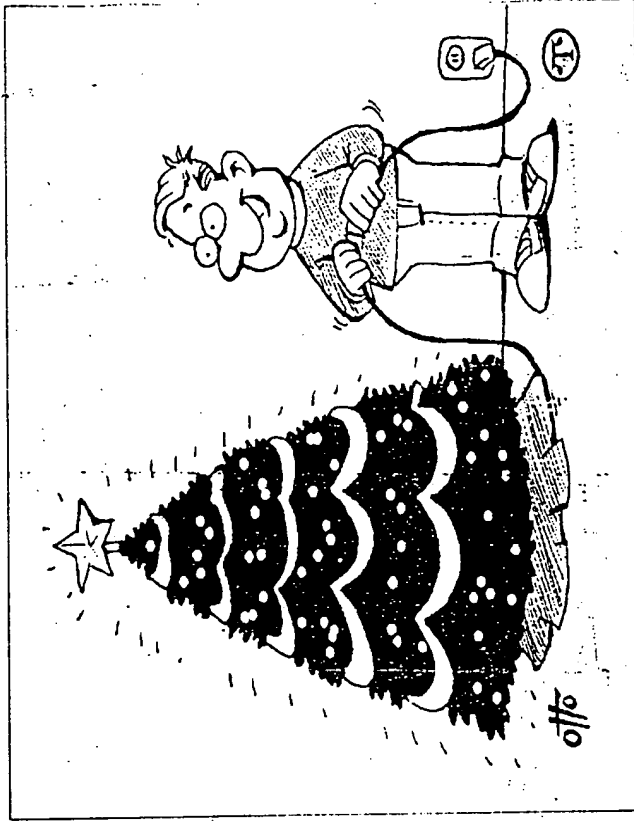
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LED-based holiday lights last nearly forever and cut electricity use way back.

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Holiday Lighting: Latest Technology Saves Time, Money And More



LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at foreverbright.com

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It is a very combination of homeowner frustration, electricity use, and safety concerns that was the impetus for a new product that is currently available in this country, Forever Bright decorative lights.

Holiday Lighting from page 9

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Latest lighting technology saves time, money and more

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Further information about



Forever Bright decorative lights 19067.

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LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.

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Holiday Lighting: Latest Technology Saves Time, Money And More

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PRESS CLIPPINGS

Old Day Lighting: Latest Technology Saves Time, Money And More

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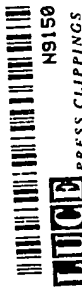


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PRESS CLIPPINGS

HOLIDAY LIGHTING: Latest Technology

Saves Time, Money And More

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Holiday Lighting: Latest Technology Saves Time, Money And More

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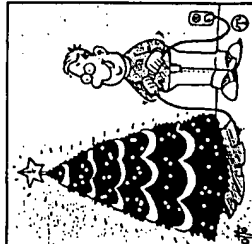
Here's a new kind of holiday lighting

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LA FERIA NEWS
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WEEKLY
OCT 24 2001

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HINTS FOR HOMEOWNERS

Holiday Lighting: Latest Technology Saves Time, Money And More

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LED-based holiday lights last nearly forever and cut electricity use way back.

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Holiday Lighting:

Latest technology
saves time, money
and more

(NAPSA) Walk down almost any street in America during the holiday season and you will see holiday lights and lots of them. They light the way for travelers coming home for the holidays and welcome Santa Claus as well.

What you cannot see, but may have experienced first-hand, is the frustration that is part of lighting for the holidays. Year after year, decorative lights fall by the millions, frustrating homeowners, rushing them to run to the store to get extra sets to decorate their homes and trees, often on the very day they intend to put them up.

Traditional holiday lighting wastes a large amount of electricity at the very time we can ill afford to squander precious resources. Traditional holiday lights also increase the risk of fire when hot bulbs come in contact with trees and other flammable materials in and around the home.

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HINTS FOR HOMEOWNERS

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LED-based holiday lights last nearly forever and cut electricity use way back. Information can be obtained at www.foreverbright.com.



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Holiday lighting

Latest technology saves time

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Forever Bright!
LED CHRISTMAS LIGHTS

Holiday lighting

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GREENSBORO, GA
HERALD JOURNAL
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circ 5,000

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BELLE CHASSE, LA
PLAQUEMINES WATCHMA
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circ 3,522

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FREDONIA, NY
FREDONIA PENNYSAYER
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circ 24,000

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51383
SILVER CREEK, NY
LAKE SHORE PENNYSAV
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circ 2,300

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MONMOUTH, IL
PENNSAVER
12/05/01 N
circ 15,000

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ABBEVILLE, AL
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11/29/01 B
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51383
HASBROUCK HEIGHT, NJ
OBSERVER WEEKLY NEW
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